

**RETAIL
MANAGEMENT
II
(100 Marks – 75
Lectures)**

**Unit I : Retail Major Decisions
lectures)**

(25 Marks-19

**Product Decisions - 1. Types of Goods 2. Life Cycle of Goods 3.
Quality. Product enhancement through services.
Pricing decisions – Price v/s value – Meaning, factors affecting retail
pricing Promotion decisions – Need, objectives and forms.**

Unit II : Understanding the Retail Consumer

(25 Marks-19

**lectures) Identifying and responding to changing customer profiles
Retail Shopper – Meaning and factors influencing retail shopper. Customer
decision – making process. Changing trends among the Indian consumers –
Factors responsible.**

Unit III : Servicing the Retail Consumer

(25 Marks-19

lectures) Customer Service – Meaning.

Standardisation

**v/s Customisation. Importance of
service in retailing – Principles for delivering distinctive services. Managing
customer expectation and handling complaints – Meaning, process of
handling complaints. Customer loyalty – Meaning. Customer Loyalty
Programs – Meaning and essential features.
Concept of Customer Relationship
Management.**

**Unit IV : Retail Logistics Management
lectures)**

(25 Marks-18

**Retail Logistics Management – Meaning,
importance.**

**Concept of supply chain management – Retail logistics – Push logistics
v/s pull logistics.**

**Books for Study and
Reference:**

1. **Retail Management – Text and Cases, Swapna Pradhan**
Tata McGraw Hill Publishing Co.Ltd.; 7, West Patel Nagar, New Delhi 08.
2. **Retailing Management – Michael Levy and Barton A Weiz** Tata McGraw Hill Publishing Co.Ltd., New Delhi
3. **Retail Marketing Management - David Gilbert**
Pearson Education (Singapore) Ltd., Indian Branch 482, F.I.E., Patparganj, Delhi –92
4. **Retailing - George H. Lucas, Robert Bush, Larry Gresham**
All India Publishers and Distributors, 920, Poonamalee High Road, Chennai – 84.
5. **Fundamentals of Retailing - Madaan, Tata McGraw Hill.**