

A.P STATE COUNCIL OF HIGHER EDUCATION

B.A, B.Com & B.Sc Programmes
Revised CBCS w.e.f 2020 -21

SKILL DEVELOPMENT COURSES

COMMERCE STREAM

RETAILING

Total 30hrs (02hrs/wk) 02 credits & Maximum 50 Marks

Learning Outcomes:

After successful completion of this course, the students are able to;

- 1. Know the retailing business, its growth in India and social impact*
- 2. Understand the and organization and supply in retailing*
- 3. Comprehend the opportunities and challenges in retailing*
- 4. Learn the functions that support outlet operations, sales and services*
- 5. Create a shopping experience model that builds customer loyalty and business promotion*

SYLLABUS:

Unit I: 06hrs

Introduction -Retailing - Definition– Role of Retailing- Types of Retailing – Factors influencing the Growth of Retailing in India.

Unit II: 10 hrs

Store location – factors influencing selection of location - Types of retail outlets - stores design & operations- Merchandise planning - Administrative mechanism

Unit III: 10hrs

Human resources in retailing - Job profile- Services to customers – Customer care - Communications with customers - Visual merchandising – enhancing customer loyalty and Sales promotion.

Recommended Co-curricularActivities (04 hrs):

1. Collection of information on local retailing
2. Invited lecture/skills training by a local expert
3. Visit near-by stores /Godowns/warehouses and prepare study projects
4. Field training during leisure hours
5. Assignments, Group discussion, Sharing of experience etc.

Reference books:

1. I.Swapna pradhan.R.M - Retail Management - Tata Mg Graw Hill

2. Berman, Barry & Evans - Retailing Management- A strategic Approach - Pearson Publications
3. Lamba.A.J. - The Art of Retailing - Tata Mg Graw Hill Publications
4. Websites on Retailing.

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit))

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit))

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