PERIYAR UNIVERSITY
SALEM – 636 011

PERIYAR INSTITUTE OF DISTANCE EDUCATION
(PRIDE)

DIPLOMA IN RETAIL MANAGEMENT

REGULATIONS AND SYLLABUS

(Effective from the calendar year 2009 and thereafter)
DIPLOMA IN RETAIL MANAGEMENT

Regulations

1. CONDITION FOR ADMISSION:
   A candidate who have passed the Higher Secondary Examination (Academic Stream) conducted by the Government of Tamil Nadu or an examination as equivalent to 10 +2 course including CBSE, which have been recognized by the Periyar University or any other University accepted by the syndicate as equivalent there to subject to such conditions as may be prescribed therefore shall be permitted to appear and qualify for the Diploma in Retail Management (DRM) degree examination of this university after a course of study of ONE academic year.

2. DURATION OF THE COURSE:
   The course of the Diploma in Retail Management shall consist of one academic year.

3. ELIGIBILITY FOR THE DIPLOMA:
   A candidate shall be eligible for the Diploma in Retail Management if he/she has satisfactorily undergone the prescribed course of study for a period of not less than one year and passed the examinations in all papers.

4. COURSE OF STUDY:
   The course of study shall comprise instruction in books prescribed from time to time.

   1) Basics of Retail Management
   2) Communication and Customer Care
   3) Retail Buyer Behavior
   4) Retail Sales Promotions and Techniques
   5) International Retailing
   6) Project – Viva Voce
5. EXAMINATIONS:
   The examination shall be three hours duration to each paper at the end of
   the year. The candidate failing in any subject(s) will be permitted to appear for
   each failed subject(s) in the subsequent examination.

6. SCHEME OF EXAMINATIONS:
   The scheme of Examinations shall be as follows:

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>PAPER CODE</th>
<th>TITLE OF THE PAPER</th>
<th>EXAM DURATION</th>
<th>MAX.MARKS</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>PAPER 1</td>
<td>Basics of Retail Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>PAPER 2</td>
<td>Communication and Customer care</td>
<td>3</td>
<td>100</td>
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<tr>
<td>3</td>
<td>PAPER 3</td>
<td>Retail Buyer Behavior</td>
<td>3</td>
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<tr>
<td>4</td>
<td>PAPER 4</td>
<td>Retail Sales Promotions and Techniques</td>
<td>3</td>
<td>100</td>
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<td>5</td>
<td>PAPER 5</td>
<td>International Retailing</td>
<td>3</td>
<td>100</td>
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<tr>
<td>6</td>
<td>PAPER 6</td>
<td>Project – Viva Voce</td>
<td>3</td>
<td>100</td>
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<td><strong>TOTAL MARKS</strong></td>
<td><strong>600</strong></td>
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7. PASSING MINIMUM:
   A candidate shall be declared to have passed the examinations in a theory of
   study only if he/she scores not less than 40 marks out of 100 in the university
   examinations.

8. CLASSIFICATION OF SUCCESSFUL CANDIDATES:
   Candidate who secures not less than 60% of the aggregate marks in the whole
   examination shall be declared to have passed the examination in **FIRST CLASS**. All
   other successful candidates shall be declared to have passed in **SECOND CLASS**.
   Candidates who obtain 75% of the marks in the aggregate shall be deemed to have
   passed the examination in **FIRST CLASS WITH DISTINCTION** provided they
   pass all the examinations prescribed for the course in the first appearance.
9. QUESTION PAPER PATTERN:
Time: 3 Hours
Max. Marks: 100

PART A: 5 X 5 = 25
Answer all Questions
Two questions from each unit with Internal Choice

PART B: 5 X 15 = 75
Answer all Questions
Two questions from each unit with Internal Choice
PAPER – 1: BASICS OF RETAIL MANAGEMENT

Unit 1
History of the retail trade - Definition & Scope of Retailing - Role, Relevance & Trends - Retail Customer-Retail market segmentation & franchising - Relationship marketing in Retailing

Unit 2
Actual Retailing Operations - Exchange of goods against money - Role of Weight, Quantity & Packaging in Retailing – Merchandising - Differences between Field-Sales, Counter-Sales and Mall-Sales

Unit 3

Unit 4
Different Categories of Products - Scalability of Store Formats - Storage Facilities and Different Formats - Security & Safety in Retailing -

**Unit 5**
Retailing in Services, Retailing in FMCG sector, Unfair Trade Practices, Customer Rights, Customer protection acts.

**Reference books**
1. Retailing Management Text & Cases- Swapna Pradhan- The McGraw Hill Companies
2. Retailing Management - Levy & Weitz- The McGraw Hill Companies
3. Marketing Channel- Bert Rosenbloom- South Western - Thomson
5. Retail Management A Strategic Approach – Barry Berman & Joel R. Evans- The Prentice Hall of India, New Delhi

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**PAPER - 2: COMMUNICATION & CUSTOMER-CARE**

**Unit 1**
Communication With Customers: Product Demonstration - Verbal Responses of Customers - Understanding Body Language – Assisting Customers in selecting the Right Product - Assurance of Post-Sales Service

**Unit 2**
Retailing of Special Products & Services - Handling Price and Discount related Objections - Handling Customer Objections & Complaints - Handling an Angry Customer

**Unit 3**
Communication with Stores & Purchase - Communication for development of new products - Communication with Government Agencies - Reporting Customer Feedback to Management

**Unit 4**
Communication with Promotion Department and Product-Promoters - Communication with Sales & Marketing - Communication for implementation of
Unit 5


2. Steve Smith- How to Sell More Stuff- Promotional marketing that Really works- Dearborn Trade Publishing

PAPER- 3: RETAIL BUYER BEHAVIOR

Unit 1

Retailing and Buyer Behaviour: Understanding Retail Buyer Behaviour – Importance – Categories of Retail Buyers – Nature of Retail Buyers – Problems in studying Retail Buyer Behaviour.

Unit 2


Unit 3

Factors Influencing Retail Buyer Behaviour: Personal Factors – Cultural Factors – Psychological Factors – Group Influence – Information from Various Sources to Retail Buyers.

Unit 4

Unit 5

Reference:
1. Retailing Management Text & Cases- Swapna Pradhan- The McGraw Hill Companies
2. 2. Retailing Management -Levy & Weitz- The McGraw Hill Companies
3. 3.Marking Channel- Bert Rosenbloom- South Western -Thomson

PAPER – 4: RETAIL SALES PROMOTIONS & TECHNIQUES

UNIT I
Advertising Communications and Promotions- Communication Objectives- The Creative Strategy and Tactics- Media Strategy: The Reach Pattern and- Effective Frequency- Campaign Tracking and Evaluation- Setting the Campaign Budget- Sales Promotions

UNIT II

UNIT III
Tactical Analysis –Strategic analysis to Promotion tactics- Objective Setting-Perspective on Strategy – Promotional tactical tool set –When and how to apply the right tactics- Introducing new products- Gaining Product Display, Placement & Distribution-Stimulate repeat sales- Generating Brand loyalty-
UNIT IV
Sales promotion technique- Off the Self Offers- Joint Promotions- Price Promotions- Premium Promotions- Prize Promotions- How Promotion Affects Sales-Switching, Acceleration, and Deceleration- How Promotion Affects Sales- Acceleration, Repeat Purchasing, Consumption- Trade Dealing

UNIT V
Consumer Promotions (Loyalty Programs, Online, and Special Event Promotions)-Calculating Promotion Profitability-Trade Deals, Retailer Promotions, Coupons, Rebates- Measuring Promotion Effectiveness

Reference Books
2. Paul J Hydzic - Sales Promotion : Strategies That build brands- Illinouus Institute of Technology
3. Schulz, William A Robinson & Lisa A Peterson - Sales Promotion Essentials : The 10 Basic Sales Promotion Techniques

PAPER - 5: INTERNATIONAL RETALING

UNIT I
International Retailing- Alternative conceptions of international retailing, definitions, interpretations and classification- Trends in the internationalization of retailing and evolution of international retailing - Motives for international retailing.

UNIT II
Assessing the potential of retail markets - Methods of international retailing, accessing retail markets, the form of entry, joint ventures, franchising, acquisition etc. marketing planning for differing international and regional requirements.

UNIT III
Competing in Foreign Markets- Country Differences in Cultural, Demographic and Market Conditions- Concept of Multi country Competition and Global Competition- Competing in Emerging Foreign Markets-Cross Border Strategic Alliances

UNIT IV
Retail Structure- Enterprise Density- market Concentration- Product Sector- Innovation- Employment Structure- Merging Structure-Global Structure- Developing markets- Stages in development of International Operations-

UNIT V

Market Research- Segmentation- Targeting- Positioning – The Market Mix- Image- Product range- Format- Price- Location_ Distribution- Promotion-- Promotional Mix and Advertising- Publicity, PR, and Sales Promotion Strategies- Personal Selling and Sales Management- International Pricing Strategy- Developing and Controlling an International Marketing Plan

Reference Books

4. Margaret Bruce, Christopher Moore, Grete Birtwistle International Retail Marketing: A Case Study Approach
5. Allan M Findlay, Ronan Paddson and John A Dawson Retailing Environments in Developing Countries- Rutledge

PAPER – 6: PROJECT – VIVA VOCE

(Primary Data Collection and Research Thesis Submission)