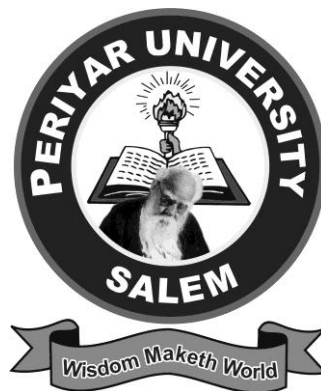


PERIYAR UNIVERSITY

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:

SL.NO	PAPER CODE	TITLE OF THE PAPER	EXAM DURATION	MAX.MARKS
1	PAPER 1	Basics of Retail Management	3	100
2	PAPER 2	Communication and Customer care	3	100
3	PAPER 3	Retail Buyer Behavior	3	100
4	PAPER 4	Retail Sales Promotions and Techniques	3	100
5	PAPER 5	International Retailing	3	100
6	PAPER 6	Project – Viva Voce	3	100
TOTAL MARKS				600

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

Different Formats for Retailing - Single-product retailing - Multi -product retailing of related products - Multi -product retailing of different products - Basic Stocking Unit (S.K.U.)- Chain Stores - Head Office, Branches - Specialty Retailing

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
4. Marketing Creating and Keeping Customers in an e-commerce world- William G Zikmund & Michael Amico- South Western –Thomson
5. Retail Management A Strategic Approach – Barry Berman & Joel R.Evans- The Prentice Hall of India, New Delhi

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

discount schemes - Communication with Media and Ad agencies.

Unit 5

Mall Management:-Types of Various retail formats-Concepts in mall design- Factors influence Malls establishments- measuring mall performance. Negotiation Skills required for handling of Suppliers.

1. George e Belch & Michael A Belch- Advertising & Sales Promotions An Integrated Marketing Communications Perspective- Tata Mc Graw Hill
2. Steve Smith- How to Sell More Stuff- Promotional marketing that Really works- Dearborn Trade Publishing
3. Kazmi& Sathish K Batra Advertising & Sales Promotions- Excel Books
4. Promod Patra – ‘Management Ideas in Action’ – Vikas Publication

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

Buyer Behaviour Models: The Economic Model – The Learning Model – The Psychoanalytical Model – The sociological Model – The Nicosia Model – The Howard-Sheth Model.

Unit 3

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

Unit 4

Retail Buying Motives: Significance of Understanding - Product Motives (Emotional & Rational) – Patronage Motives; Retail Buying Habits - Types of Goods: Convenience Goods – Shopping Goods – Speciality Goods.

Unit 5

Retail Buying Process: Need Recognition – Awareness – Evaluation – Attitude – Legitimation – Trial – Adoption – Post-Purchase Behaviour.

Reference:

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
4. Marketing Management – VS RAMASWAMY & S NAMAKUMARI, Macmillan, Newdelhi.

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

Promotion Impact- On the Marketing Mix-On the Customer-Promotions and Integrated Marketing- Creating a Customer Relations- Characteristics of an Integrated Programme- Strategic Considerations- Promotions role

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 Shelf 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

1. Robert C. Blattberg & Scott A. Neslin -Sales Promotion: Concepts, Methods, and Strategies -Prentice- Hall
2. Paul J Hydzyk -Sales Promotion : Strategies That build brands-Illinouis Institute of Technology
3. Schulz, William A Robinson & Lisa A Peterson -Sales Promotion Essentials : The 10 Basic SalesPromotion Techniques
4. Kazmi& Sathish K Batra Advertising & Sales Promotions- Excel Books

PAPER - 5: INTERNATIONAL RETAILING

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

1. Nicolas Alexander *International Retailing*-Blackwell Business Publishers.
2. Arthur A Thompson,AJ Strickland,John E Gamble &Arun K Jain *Crafting and ExecutingStrategy-Concepts and Cases* –Tata McGraw Hill Publishing Company Ltd.
3. Abbas J Ali *Globalization of Business- Practice and Theory* – Jaico Publishing House
4. Margaret Bruce, Chistopher Moore, Grete Birtwistle *International Retail Marketing: A Case Study Approach*
5. Allan M Findlay, Ronan Paddison and John A Dawson *Retailing Environments in Developing Countries*- Rutledge

PAPER – 6: PROJECT – VIVA VOCE

(Primary Data Collection and Research Thesis Submission)