

**MBA: Semester-III****Paper MGTM-301M:RETAIL MANAGEMENT****Duration: 3Hrs.****Marks: 100****Credits: 4****Objectives**

- To make students familiar with one of the most important vertical of business.
- To enable students to learn the concepts of sales management.
- To teach them the fundamentals of how to create a performing team and
- To teach them to manage the sales figures and sales team.

With International retailers like Wal-mart, Metro, Carrefour etc. expanding their arms in India, organized retailing is set to take Indian retail scenario by storm. The organized retailing sector is generating huge demand for management professionals to handle retailing operations in a professional manner. This necessitates the introduction of Retail management courses for the management professionals. This paper helps the students learn the functional aspects of organized Retailing and its management.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

CO1:	Understand the various concepts of retail management.
CO2:	Learn the effect of various communication methods on buying behaviour of consumers, so as to learn to design an impactful communication campaign.
CO3:	Learn the important factors for designing a retail strategy.
CO4:	Learn and understand the operational challenges of retail and managing business.
CO5:	Understand importance and challenges to manage a store for better consumer response.

**Curriculum****Unit-I:Introduction to Retail Management**

Retailing: Meaning, Retail format, types of retailers (store, non-store retailing), Indian retailing scenario, Functions performed by retailers.

**Unit-II: Retail Consumer behavior and communication mix**

Types of buying decisions, Retail buying process, Factors influencing retail buying decisions.  
Retail communication mix: Meaning, methods, Retail communication process.

### **Unit-III: Retailing strategy**

Definition, strategic retail planning process

Location & site analysis: Types of retail locations, factors affecting Trade area demand, factors affecting attractiveness of a site.

### **Unit-IV: Retail operations**

Supply chain management: Meaning, process, importance, retail logistics.

CRM: Meaning, Importance, CRM process (customer data collection, data analysis, target customer identification, Development of CRM program implementation)

Retail Pricing: Pricing strategies (EDLP, HLP), Price adjustments (Mark downs, coupons, Rebates, Price bundling, multiple-unit pricing, variable pricing, online pricing)

### **Unit-V: Store management**

Functions of store manager, Layout and Visual merchandising: Types of store layout designs, planograms, Merchandise presentation techniques.

Customer service: Importance, SERVQUAL GAPS MODEL.

### **Recommended book:**

- Levy, Michael, Weitz, Barton A. & Pandit, Ajay, *Retailing Management*, Tata McGraw-Hill Education Private Ltd., New Delhi, Eighth edition, 2012

### **Reference book:**

- Vedamani, Gibson G., *Retail Management*, Jaico Publishing House, Mumbai
- Pradhan, Swapna, *Retailing Management: Text and Cases*, Tata McGraw-Hill Publishing Company, New Delhi, 2<sup>nd</sup>ed.
- *Retail Management*, ICFAI Centre for Management Research, Hyderabad, May, 2003.

## MBA: Semester-III

### Paper MGTM-302M: CONSUMER BEHAVIOUR & MARKET RESEARCH

**Duration: 3Hrs.**

**Marks: 100**

**Credits: 4**

#### Objectives

- The course introduces a wide range of behavioral concepts, and explores the strategic implications of customer behavior for marketers.
- The course challenges students to explore and relate the realities and implications of buyer behavior in modern cut throat markets.
- The core objective of the course is to demonstrate to the student as to how an understanding of buyer behavior can help to improve and facilitate effective strategic decision making in the field of marketing.
- It also aims to help them understand and legitimize the behavior of a consumer in response to a variety of marketing stimuli.

#### Course Learning Outcomes

After completing the course, the student shall be able to:

CO1:	Understand the various aspects of consumer behaviour.
CO2:	Learn and be able to analyze the theories of psychologies in respect to strategizing effective business models for consumers buying.
CO3:	Learn the important factors for designing a sales strategy.
CO4:	Learn and understand the factors like attitude and social factors impact on buying decisions on a consumer.
CO5:	Analyse the pre-purchase, purchase and post purchase behaviours of consumers to help the top management in designing the product, communication and distribution strategies for the betterment of the organization.

#### Curriculum

##### Unit I: Consumer research, segmentation & motivation

- Consumer research, Quantitative vs. Qualitative research, Consumer research process
- Consumer segmentation, basis of segmentation, segmentation patterns, Targeting, Positioning
- Consumer motivation, Buying motives and their application in advertising appeals

**Unit II: Consumer personality, perception & learning**

- Personality concept, theories, Personality types (Type A, Type B) and their impact on consumer behavior
- Perception & individual information processing
- Learning, Cognitive learning (Classical conditioning, Instrumental conditioning)
- Brand equity, Brand loyalty

**Unit III: Consumer attitude, reference group & family influence:**

- Consumer attitudes, Measurement (Semantic differential scale, Likert scale), effecting attitude change
- Reference groups and their influence
- Family influences

**Unit IV: Socio-cultural influence & consumer decision making:**

- Social class, stratification in India, Social class mobility, Social class influence
- Culture, Sub-culture, their influences
- Consumer decision making, types, process

**Unit V: Consumer behavior in market, post purchase behavior & organizational consumer**

- Consumers in real markets, factors affecting outlet selection, In-store influences
- Consumer post purchase behavior, dissonance, consumer satisfaction/dissatisfaction
- Organizational consumer-Buying process, factors influencing organizational buying behavior

**Recommended book:**

1. Schiffman, Leon G. and Kanuk, Leslie Lazar, *Consumer behavior*, Dorling Kindersley (India) Pvt. Ltd., New Delhi, Ninth Edition.

**Reference books:**

1. Loudon, David L. and Bitta, Albert J. Della, *Consumer behavior Concepts and Applications*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, Fourth Edition, 2008.
2. Blackwell, Roger D.; Miniard, Paul W. and Engel, James F., *Consumer behavior*, Cengage Learning India Pvt. Ltd., New Delhi, India Edition, 2009.

**MBA: Semester-III****Paper MGTM-303M: RURAL MANAGEMENT****Duration: 3Hrs.****Marks: 100****Credits: 4****Objectives:**

- To expose students to the rural kind of things.
- To support developmental plans and policies for rural development by research, training and demonstration
- To create functioning packages of social and physical technologies
- To assist economic policy strategies for the region.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

CO1:	Understand the development and potential of Rural in business.
CO2:	Learn the scope, opportunities and challenges of Rural management in going rural by a business firm.
CO3:	Learn the strategy to develop a community in rural areas for a better connection with rural people.
CO4:	Learn and understand the operational challenges of Rural management
CO5:	Understand the resources available in the rural area and how these resources can be procured and enhanced for the purpose of business development.

**Curriculum****Unit I: Rural Development:-**

Concept, Objectives, Importance, Nature and Scope; Characteristics of Rural Economy; Concept of Development, Distinction between Development and Growth, Indicators of Development; Prerequisites for Rural Development; Main Obstacles to Rural Development; Factors Governing Rural Development.

**Unit II: Rural Management:**

Nature, Scope and challenges of marketing, operations, human resources, finance in rural area. Entrepreneurial opportunities in Rural area. Agriculture Business Management – Scope and Challenges.

**Unit III: Rural Community Development:**

Concept of Community, Functions of the Community, Community profile: Process and tool  
Concept of community development, Characteristics, Principles and Scope, Panchayati Raj and community development in India

**Unit IV:** Sustainable Development: Biodiversity and its conservation.

**Unit V:** Environmental pollution: Air, Water and Soil pollution, Solid Waste Management, Social issues and Environment, Climate Change, Global warming, Ozone layer depletion, water conservation, rain water harvesting, watershed management.

**Reference Books:**

1. R.K. Lekhi, The Economics of Development and Planning, Kalyani Publishers, New Delhi.
2. Desai, Vasant. Fundamentals of Rural Development. New Delhi: Rawat Publications, 1991
3. SatyaSundaram, I., Rural Development. Mumbai: Himalaya, 2002.
4. Prasad, B.K. Rural Development: Concept, Approach and Strategy. New Delhi: Sarup & Sons, 2003.
5. Agriculture and Rural Development in India, by S. D. Chamola and Bharati Anirudh, Global Vision Publishing House
6. Rural Development Programmes in India, Meenu Jain.
7. Rural Development: Principles, Policies and Management – Katar Singh, (Sage Texts) 3rd Edition
8. Environmental Impact Assessment – Canter.
9. Environmental Sanitation – Salvador.
10. Municipal Sanitation – Ethers and Steel
11. Theories and Practices of Industrial waste treatment- Nelson Nemerow.
12. Manual on municipal solid waste management – Govt. of India Publication