

**SCHEME OF EXAMINATION**  
**MASTER OF RETAIL MANAGEMENT (MRM)**  
**TWO YEAR PROGRAMME (SEMESTER SYSTEM)**  
**2011**

**Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.

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**First Semester**

| Paper      | Nomenclature                    | External | Internal | Total Marks |
|------------|---------------------------------|----------|----------|-------------|
| DEMRRM-101 | Basics of Retail Management I   | 70       | 30       | 100         |
| DEMRRM-102 | Retail Institutional Framework  | 70       | 30       | 100         |
| DEMRRM-103 | Strategic Management            | 70       | 30       | 100         |
| DEMRRM-104 | Marketing Management            | 70       | 30       | 100         |
| DEMRRM-105 | Retail Business Legal Framework | 70       | 30       | 100         |

**Second Semester**

| Paper      | Nomenclature   | External        | Internal | Total Marks |
|------------|--|-----------------|----------|-------------|
| DEMRRM-201 | Basic of Retail Management-II                                  | 70              | 30       | 100         |
| DEMRRM-202 | Retail Organization and Resource Management                    | 70              | 30       | 100         |
| DEMRRM-203 | Operations and Merchandise Management for Retailers            | 70              | 30       | 100         |
| DEMRRM-204 | E-Retailing  | 70              | 30       | 100         |
| DEMRRM-205 | Mall Management  | 70              | 30       | 100         |
| DEMRRM-206 | Training Report $\frac{\text{Evaluation}}{\text{Viva - Voce}}$ | $\frac{50}{50}$ |          | 100         |

**Third Semester**

| <b>Paper</b> | <b>Nomenclature</b>                          | <b>External</b> | <b>Internal</b> | <b>Total Marks</b> |
|--------------|--|-----------------|-----------------|--------------------|
| DEMRM-301    | Retail Operations and Stores Management      | 70              | 30              | 100                |
| DEMRM-302    | Customer Service and Relationship Management | 70              | 30              | 100                |
| DEMRM-303    | Retail Advertising and Sales Promotion       | 70              | 30              | 100                |
| DEMRM-304    | Retail Logistics and Supply Chain Management | 70              | 30              | 100                |
| DEMRM-305    | Merchandising and Inventory Management       | 50              |                 | 50                 |
| DEMRM-306    | Comprehensive Viva-Voce:                     |                 |                 |                    |

**Fourth Semester**

| <b>Paper</b> | <b>Nomenclature</b>                              | <b>External</b> | <b>Internal</b> | <b>Total Marks</b> |
|--------------|--|-----------------|-----------------|--------------------|
| DEMRM-401    | Presentation Skills Workshop                     | 70              | 30              | 100                |
| DEMRM-402    | Personality Development and Soft Skills Workshop | 70              | 30              | 100                |
| DEMRM-403    | Training Report                                  | 100             |                 | 100                |
| DEMRM-403    | Comprehensive Viva-Voce                          | 100             |                 | 100                |

## MASTER OF RETAIL MANAGEMENT (MRM)

### Semester-I

### BASIC OF RETAIL MANAGEMENT I

#### PAPER CODE: DEMRM-101

**External: 70**

**Internal: 30**

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#### **Unit-I**

Introduction to Retailing: Importance of retailing in economy; Meaning and nature of retailing; Career options in retailing; Retailing in India: Growth, present size and nature; Technology induction in retailing - UPC, POS terminals, RFIO, etc. Future of retailing.

#### **Unit-II**

Types of Retailing: Stores classified by owners; Stores classified by merchandising categories; Wheel of retailing; Traditional retail formats vs. modern retail formats in India; Store and non-store based formats; Cash and carry business - Meaning, nature and scope;

#### **Unit-III**

Retailing models - Franchiser-franchisee, directly owned; Wheel of retailing and retailing life cycle; Co-operation and conflict with other retailers; Vertical marketing systems.

#### **Unit-IV**

Management of Retailing Operations: Retailing management and "the total performance model; Functions of retail management; Strategic retail management process: An overview; Retail planning

Retail planning - importance and process; Developing retailing strategies, objectives and action plans.

## RETAIL INSTITUTIONAL FRAMEWORK

### PAPER CODE: DEMRM-102

**External: 70**

**Internal: 30**

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**Unit-I**

\*Retail Institution: Meaning, Characteristics by Ownership: Independent, Chain, Franchising, Leased, Department, Vertical Marketing System, Consumer-Cooperatives,

Note: These formats must be shared with their meaning, competitive advantages and disadvantages, size, functions, dynamics, managerial-issues and Relationships.

**Unit-II**

\*Store Based Strategy-Mix Retail-I: Considerations in Planning. A Retail Strategy-Mix; Wheel of Retailing Theory, Scrambled-Merchandising, The Retail-Life-Cycle, Strategies of Evolving Retail-institutions (Mergers, Diversification, Downsizing). Case Study

**Unit-III**

\*Store Based Strategy-Mix Retail-II: Cost Containment Approach, Food-Oriented Retailers and Their formats; Convenience Store, Conventional Supermarkets, Food Based Superstores, Combination Store, Box / Limited Line Store, Warehouse Store, General Merchandise-Retailers, Specialty Store, Traditional Departmental Store, Full Time Discount Store, Variety Store, Off-Price-Chain, Factory-Outlet, Membership-Club, Flea-Market. Case Study

**Unit-IV**

\*Other Non-Traditional Retailing: Single-Channel and Multi - Channel-Retailing, Direct Marketing: Domain Key to Success, Emerging Trends; Steps in Direct Marketing Strategy; Key issues; Direct Selling; Vending Machines, Electronic Retailing; Scope, Characteristics; Video Kiosks, Airport Retailing. Case Study

## **STRATEGIC MANAGEMENT**

### **PAPER CODE: DEMRM-103**

**External: 70**

**Internal: 30**

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**Unit-I Strategic Management Process:** Defining Strategy, Levels at which Strategy operates, Approaches to Strategic Decision making, Process of Strategic Management, Roles of Strategists in Strategic Management; Mission and purpose, Objectives and goals, Strategic Business Unit.

**Unit-2 Environment and Organisational Appraisal:** Concept of Environment and its components, Environmental Scanning and Appraisal; Organisational appraisal- its dynamics, Considerations, Methods and Techniques. Structuring Organisational Appraisal; SWOT Analysis.

**Unit-3 Strategy Formulation:** Corporate level Strategies; Grand Strategies, Stability Strategies, Expansion Strategies, Retrenchment Strategies, Combination Strategies, Corporate Restructuring; Business level Strategies and Tactics

**Strategic Analysis and Choice:** The Process of Strategic Choice, Corporate Level Strategic Analysis, Business Level Strategic Analysis, Subjective Factors in Strategic Choice, Contingency Strategy, Strategic Plan.

**Unit-4 Strategy Implementation:** Inter relationship between formulation and Implementation, Aspects of Strategic Implementation, Resource Allocation;

**Strategy and Structures:** Structural Considerations, Structures for Strategies;

**Functional Implementation:** Functional Strategies, Functional Plans and Policies, Marketing Plans and Policies,

**Strategic Evaluation and Control:** Overview of Strategic Evaluation and Control, Techniques of Strategic Evaluation and Control.

## MARKETING MANAGEMENT

### PAPER CODE: DEMRM-104

**External: 70**

**Internal: 30**

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**Unit-I**

Introduction: Nature, scope and importance of marketing; Traditional VS. modern view of marketing; Retailing viewed as case of services marketing; Retail marketing management: An overview.

**Unit-II**

Retailing Environment: Micro environment - Customers, suppliers, competitors and general publics; Michael Porter's five forces structural analysis of market; Macro environment: Socio-cultural, economic, technological, legal and political environments of retailing in Indian contexts.

**Unit-III**

Market Selection: Concept of target marketing, Retail market segmentation - Concept, importance and bases of market segmentation; Criteria for effective segmentation; Target market selection; Positioning concept: importance and bases, Retail store positioning and management of its image.

**Unit-IV**

Retail Marketing Mix Planning: Concept and planning of marketing mix; Retail product decisions and planning - Product: Meaning and importance; Product classifications; Product decisions - Product quality, Packaging and labeling, Product support services; Branding - Meaning, significance and types of branding in the context of a retail store; Major retail branding decisions; Customer services decision; Product mix - Concept I and decisions; Product life-cycle; New product introduction; Innovation diffusion and adoption.

## RETAIL BUSINESS LEGAL FRAMEWORK

### PAPER CODE: DEMRM-105

**External: 70**

**Internal: 30**

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**Unit-I**

Indian Contract Act 1872 (Part-I) Nature of Contract, Essential elements of a valid Contract; Offer and Acceptance, Condition, Capacity to Contract, Free Consent. Legality of Object.

**Unit-II**

Indian Contract Act 1872(Part-II) Void agreements, Contingent Contract, Performance of Contract, Discharge of Contract, Remedies for Break of contracts. Quasi Contracts.

**Unit-III**

Indian Contract Act 1872 (Part-III) Special Contracts Contract of Indemnity and Guarantee, Bailment and Pledge, Agency.

**Unit-IV**

Sale of Goods Act 1930 Negotiable Instruments Act 1881.. Consumer Protection Act 1986  
Prevention of Food Adulteration Act 1954.

**SEMESTER-II****BASICS OF RETAIL MANAGEMENT-II****PAPER CODE: DEMRM-201****External: 70****Internal: 30***Note:*

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**Unit-I**

Retailing Regulations and Laws: Regulation of retail institutions in India: Shop and Establishment Act,

**Unit-II**

Labour Laws - Factories Act, Workmen Compensation Act; An overview of the business laws governing retail business in India - The Indian Contract Act, 1872;

**Unit-III**

The Sales of Goods Act, 1930;

**Unit-IV**

The Consumer Protection Act, 1,986; FQI in retailing.

**RETAIL ORGANISATION AND RESOURCE MANAGEMENT****PAPER CODE: DEMRM-202****External: 70****Internal: 30***Note:*

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**Unit-I**

Setting Up a Retail Organisation: - Factors in Planning and Assessing a Retail-Organisation, Grouping Tasks into Jobs, Job-classification, Organizational Chart. .

**Unit-II**

Organizational Patterns in Retailing:- Organizational Arrangements by Small Independent Retailers by Departmental-Stores, by Chain-Retailers, by Diversified Retailers.

**Unit-III**

HRM in Retailing: Meaning; HR-Environment of Retailing, Women and Minorities in Retailing, HRM-Process in Retailing; Recruiting, Selecting, Training, Compensating and Supervising Retail Personnel..

**Unit-IV**

Motivation in Retail: Meaning, Importance, Hierarchy of Needs (Maslow's)..

Leadership in Retail-Area: Concept, Characteristics,Significance, Leadership Development, Leadership Styles

**OPERATIONS AND MERCHANDISE MANAGEMENT FOR RETAILERS**

**PAPER CODE: DEMRM-203**

**External: 70**

**Internal: 30**

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**Unit-I**

\*Operational Dimensions: Blueprint of Operations for Retail-Business, Inside format, size, and space-allocation in Retail-Stores, Store Security, Insurance, Credit Management, Computerization, Out sources, Crisis Management.

**Unit-II**

\*Merchandise Management: Meaning, Philosophy; Buying Organisation Formats and Processes; Devising Merchandising Plans (Forecasts, Innovativeness, Assortment, Brands, Timing, Allocation); Category-Management; Merchandising Software;.

**Unit-III**

\*Implementing Merchandising Plans (IMPs):- Sequential Steps for IMPs; Logistics with Goals; Inventory-Management,

**Unit-IV**

\*Financial Merchandise Management (FMM): Overview, Cost and Retail Methods of Accounting for FMM; Merchandise Forecasting and Budgeting, Unit Control System (UCS); Financial Inventory Control.

**E-RETAILING**

**PAPER CODE: DEMRM-204**

**External: 70**

**Internal: 30**

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#### **UNIT-I**

Foundation of e-Retailing: Meaning, Definition, Transition from Traditional Marketing to e-Marketing, Demographics and Targeting, Adaptability and Closed – Loop Marketing, Advantages of e-Retailing, Shortcomings of e-Retailing.

e-Retailing : The Application Domain: e-Retailing Practices, e-Retailing Application Perspective, e-Retailing Online Merchandising Techniques, Online Store Front , Creating Look & Feel, Online Brand Management, Online Purchasing.

#### **UNIT-II**

E-Retailing - The Current Trends: Current Trend Analysis and Measures, Current Status of Online Retailing, e-Retailing Statistics

E-Commerce: Procedures and Methods: Meaning and Usage, B2B Model, B2C Model, C2C Model, B2G Model, P2P Model, M- Commerce, e-Commerce Payment Systems, E-Payment Security Challenges, E-Payment Business Risks, E-Commerce Security Solutions

#### **UNIT-III**

Marketing mix in the age of E-retailing; the roles of cyber intermediaries in E-retailing; E-retailing and supply chain management system; Concept of online pricing; factors affecting online pricing; different methods of on line pricing; price discrimination in E-retailing; pricing strategies for information goods; dynamics pricing for E-retailing. Promotional strategies of E-retail business.

#### **UNIT-IV**

Customer loyalty in the age of E-retailing; role of E-CRM ; Third party assurance in retailing; Element of trust in E-retailing; ERP and E-retailing; Challenges in successful implementation of ERP in E-retailing; E-fulfillment-meaning, scope of process of E-fulfillment; Impact of E-retailing on traditional transportation system-issues and opportunities.

## **MALL MANAGEMENT**

### **PAPER CODE: DEMRM-205**

**External: 70**

**Internal: 30**

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#### **Unit-I Introduction**

Concept of shopping mall, Growth of malls in India, Mall positioning strategies, Strategic planning for malls.

#### **Unit-II Aspect in Mall Management**

Concepts in mall design, Factors influencing malls' establishment, Recovery management, Aspect in finance, Human resources, Security and accounting, Legal compliances and issues, Measuring mall performance.

#### **Unit-III Mall Operations**

Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management.

#### **Unit-IV Tenant Management**

Selection of anchor tenant, Tenant mix, Types of retail formats, Multiplexes, Food courts, Branded stores, Specialty stores, Hypermarkets, Supermarkets, Mall resource allocation, Owner-tenant relationship.

### **TRAINING REPORT**

**PAPER CODE: DEMRM-206**

**Evaluation: 50**

**Viva-Voce: 50**

#### **SEMESTER-III**

### **RETAIL OPERATIONS AND STORE MANAGEMENT**

**PAPER CODE: DEMRM-301**

**External: 70**

**Internal: 30**

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#### **Unit-I**

Store Operations: Importance of store operations; Responsibilities of store operations; Store maintenance; Merchandising handling and controlling; Purchasing store supplies and equipment; Store security; Workrooms; Responsibility for customer services.

#### **Unit-II .**

Store Location: Selecting a city; Types of locations within a city; Trading area analysis; Catchment area analysis; Site evaluation; Terms of occupancy.

Store Design and Engineering: Store design and retailing strategy; Store design and facilities planning; Store in a store - Concept and importance; Store layout and departmentalizing; Departmental space requirements; Departmental locations; Internal layout of departments; Traffic building; In-store security and safety measures.

#### **Unit-III**

Store Organization: Meaning and importance; Principles of effective store organization and management; Formal organization structures; Informal organization - Objectives, policies and procedures.

#### **Unit-IV**

Operations Control: Expense control; Asset protection - Mechanism and control; Management control

Mechanism for in store control and control of chain stores; Trash management - Handling of scraps, rejects, perishables etc.

# **CUSTOMER SERVICE AND RELATIONSHIP MANAGEMENT**

**PAPER CODE: DEMRM-302**

**External: 70**

**Internal: 30**

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**Unit-I**

Introduction: Importance and nature of customer service; Types of customer services - Primary vs.complimentary services, Pre-transaction, transaction and post-transaction services; Customer servicing decisions - Determining types of customer services to be provided, customer service levels and amount of services charges, Factors influencing customer service decisions.

**Unit-II**

Management of customer services: Assessing customer service expectations; Deciding about store opening hour and days policy; Planning and organizing delivery of customer services - Parking and rest room services; Creche and cafeteria services, Shopping carts, trolley and elevator facilities, Consumer counseling and education, Trial facilities, Billing/invoicing, payment and checkout services, Packaging and delivery services; Customer credit services, Alteration, repair and return services; Handling customer complaints and returns..

**Unit-III**

Retail Store Service Quality: Meaning and importance of service quality; Gap model of service quality;

Customer expectations - Meaning, types and their management, Retail store service quality Concept and its measurement; Service quality, value and satisfaction - An interface.

**Unit-IV**

Customer Centric People, Process and Physical Evidence Management: Importance of managing service staff and customers in retailing organisation; Role and types of service personnel; Mental, physical and emotional skills required for improved service staff performance, Handling interpersonal and intraorganisational conflicts concerning customer service, Service culture - Concept and importance; Strategies for building customer-oriented and service-oriented work force; Managing customers - Roles of customer receiving the service and other customers in service provision; Customer participation level in service, Strategies for enhancing customer role in service delivery.

# **RETAIL ADVERTISING AND SALES PROMOTION**

**PAPER CODE: DEMRM-303**

**External: 70**

**Internal: 30**

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examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

#### **Unit-I**

Introduction: Meaning, nature and purpose of advertising; advertising in the context of retailing; Integrated marketing communication (IMC), Advertising management process - An overview; Setting of retail advertising objectives and budgets. Media Decisions: Media planning - Media mix decisions: Popular media vehicles used in retail sector; Media timing and Scheduling.

#### **Unit-II**

Copy Writing: Creative strategy and copy writing; Different types of appeals; Copy layout; Evaluation of retail advertising effectiveness.

Advertising Agencies: Features, functions and types; Selection of advertising agency; Agency-client relations; Direct response advertising; Ethical and legal aspects of retail advertising.

#### **Unit-III**

Introduction to Sales Promotion: Meaning, nature and role of sales promotion; Major objectives and limitations of sales promotion; Major types of sales promotion tools and techniques - Manufacturer vs. Retail store sales promotion, Consumer vs. trade sales promotion.

Retail Store Sales Promotion: Objectives; Major retail store sales promotion tools for traffic building, purchase influencing and loyalty building - Sampling, price-off, coupon and money refund offers, premium, consumer contests and sweepstakes, point-of-purchase displays, demonstration, exchange offers, trade fairs and exhibitions.

#### **Unit-IV**

Trade promotion: Meaning and objectives; Major trade promotion schemes - Merchandise allowance, sales contests, point-of-purchase display assistance, trade discount, co-operative advertising.

Sales Promotion Planning and Control: Establishing objectives of sales promotion and selecting consumers for sales promotion; Developing, pre-testing, implementing, controlling and evaluating the sales promotion programme.

## **RETAIL LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

### **PAPER CODE: DEMRM-304**

**External: 70**

**Internal: 30**

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#### **Unit-1**

Basic Framework: Concepts of logistics and Supply Chain Management (SCM); Value chain analysis, Cost structure of supply chain and SCM; Six Sigma; Internationalization of SCM.

Integrated SCM: Concept, span and process of integrated SCM; Reverse logistics; Supply chain and continuous improvement; Supply chain modeling; Forecasting and financial planning; chain and after sales services; Creating life-cycle ownership value; Demand management; Product development process and SCM; Supply chain performance measurement.

**Unit-II**

Managing Relationships in SCM: Role of relationship marketing in SCM; Managing relationships with suppliers, service providers and customers; Captive suppliers and buyers; Strategic partnerships Supplier-retailer collaboration and alliances. Purchasing Process: Strategic role of purchasing in the supply chain and total customer satisfaction;

Types of purchases; Purchasing cycle; Multi velocity stock management; Supplier selection and evaluation; Purchase agreement; Purchasing cost management; International sourcing process and procedure: An overview.

**Unit-III**

Supply Chain and Information Management: Importance of information management; IT and business management systems - MR, DRP, ERP, PDM, EIP and CPFR; Globalization, technology and business chain management.

**Unit-IV**

Retail Supply Chain Management in India: Supply chain organisation structure and planning in different retail sectors - Food & grocery, apparel, consumer durables, and pharmaceuticals; Supply chain infrastructure in India - Transportation, storage and cold chains, logistics service providers; Technology induction in Indian retail supply chain; Supply chain management across the states -Taxation and regulation issues; Re-engineering the supply chain - Future directions.