

RETAIL MANAGEMENT

Paper: UBMTC301

Total Marks: 100

Credit: 6

Internal Assessment: 20

Contact Hours: 45

External Examination: 80

Duration of Examination: 2 ½ hours

(For the Examinations to be held for Semester-III at undergraduate level under CBCS in December 2017, 2018 and 2019)

UNIT I

An Introduction to Retail System, Retailing, Definition, Nature, Importance, The Retailing Environment, The Development of Retail Institution, Dynamics of Institutional Change

UNIT II

The Retail Consumer, Consumer Purchase Behaviour, Buying Process, Factors Affecting Consumer Behaviour and Decision, Consumer- An Individual Approach and Sociological Approach, Reference – Group Influence.

Retail Store Location, Types of Location Site, Retail Location Strategies, Retail Store Layout- Exteriors and Interiors, Visual Merchandising.

UNIT III

Merchandise Planning Warehousing & Supply Chain Management- Role of IT in Supply Chain Management, Merchandise Flow, Online Logistics Management, Retail Pricing, Credit Management, Retail Promotion, Training to Staff, Employee Motivation, Organization Culture.

UNIT IV

Retail Formats- Brief Introduction to Corporate Chains, Retailer Co-operative and Voluntary System, Departmental Stores, Discount Stores, Super Markets, Warehouse Club, Direct Marketing, Tele Marketing, Automatic Vending Machine, Customer Service, Customer Perspective of Service Quality, Evaluation of Retail Service.

Note for Paper Setter:

The paper shall consist of following:

1. Five (5) short questions of 3 marks each at least One from each Unit. (All Compulsory) (5*3=15)
2. Five (5) short questions of 7 mark each. (All Compulsory) (5*7=35)
3. Four/Five (4/5) long Questions Only Two (2) be attempted of 15 marks each at least One from each Unit. (2*15=30)

Suggested Readings

1. Mustafa, A., Retail Management, Himalayan Publishing House, Edition 2013.
2. Nair Suja R., Retail Management, Himalayan Publishing House, Edition 2013.
3. Michael Levy & Barton A. Weitz , Retail Management, McGraw Hill, 4TH Edition-2013
4. Kumar, N., Retail Management
5. Berman, Berry & Others, Retail Management, Pearson Education New Delhi
6. Santoki, C.N., Sales and Retail Management, Kalayani Publisher, New Delhi

DISTRIBUTION MANAGEMENT

Paper: UBMTC401

100

Credit: 6

20

Contact Hours: 45

80

Duration of Examination: 2 ½ hours

**(For the Examinations to be held for Semester-IV at undergraduate level under CBCS
in May 2018, 2019 and 2020)**

Total Marks:

Internal Assessment:

External Examination:

OBJECTIVE :

The course acquaints the student to the concept and importance of Channel Management and material logistics and distribution task like transportation and warehousing.

Unit-1

Introduction to Channel Management , The Concept of Channel Management , Channel Management Activities, Current Challenges in Channel Management , Objectives in Channel Management , Competition in Marketing Channels , Typical Channel Management Decision

Unit-2

Managing Single Channels , A Typology of Marketing Channels , In-House vs. Outsourced distribution, Management of Intermediaries , Multi Channel Management , Designing the Channel Mix , Implementation of New Channels and Touchpoints , Managing Channel Conflict , Customer Channel Preferences and Right-Channeling , Channel Performance Measurement

Unit- 3

Material Logistics: Concept and Importance of Material Logistics. Warehousing, Inventory Control, Information Monitoring. Logistic Planning: Major Aspects and Factors. Transportation: Road Transport: Role of National Highway Authority of India, Rail transport: India Railway Network and Role in Transportation of Materials and

Cargo ,Air transport Role of Ministry of Civil Aviation, Airport Authority of India and Directorate General of Civil Aviation,.

Unit-4

Water transport: Inland Water Transport : Inland Waterways Authority of India. Ocean transport : Role of Ocean Transport in International Trade, Structure of Shipping Services – Liner Shipping and Tramp/Charter Shipping, Conference System and Determination of Rates, Bill of Lading and Charter Party Multi-Model Transport System : Concept and advantages of Multi-Model Transport System. Containerization: Need and Advantages of Containerization, Inland Container Depots (ICDs) and Container Freight Stations (CFSs).

Note for Paper Setter:

The paper shall consist of following:

1. Five (5) short questions of 3 marks each at least One from each Unit. (All Compulsory) (5*3=15)
2. Five (5) short questions of 7 mark each. (All Compulsory) (5*7=35)
3. Four/Five (4/5) long Questions Only Two (2) be attempted of 15 marks each at least One from each Unit. (2*15=30)

Suggested Reading:

- Kotler, P. & Keller, K. L.: Marketing Management, Pearson. 2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson
- Dutta A.K., Materials Management: Procedures, Text and cases, Prentice Hall of India Pvt. Ltd., New Delhi.
- Gopalakrishnan, P. and Sundareson, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi
- Varma, M.M., Essentials of Storekeeping and Purchasing, Sultan Chand and Sons, New Delhi.
- Shah N.M. An Integrated concept of Materials Management, Indian Institute of Materials Management, Baroda Branch, Baroda.

INDUSTRIAL & RURAL MARKETING

Paper: UBMTC501

Total Marks:

100

Credit: 6

\Internal Assessment: 20

Contact Hours: 45

External Examination: 80

Duration of Examination: 2 ½ hours

(For the Examinations to be held for Semester-V at undergraduate level under CBCS in December 2018, 2019 and 2020)

Objective:

To acquaint the students with importance of industrial and rural markets in overall business strategy and how industrial and rural marketing is unique.

UNIT- I:

Concept, definitions, nature, significance and scope of industrial marketing; Difference between industrial and consumer marketing; Industrial marketing environment.

Types of industrial customers; Industrial buying process; Industrial market segmentation

UNIT –II

Meaning and classification of industrial products; Industrial product mix; Product life cycle; Strategy for new product development; Marketing of industrial services; Pricing industrial products: Methods and factors influencing pricing,

Distinctive nature of industrial distribution channels, factors affecting distribution channels; Industrial marketing communication mix: Advertising, sales promotion, publicity and direct marketing

Unit-III

Concept, definitions, nature, significance and scope of rural marketing; Opportunities and Challenges in Rural Marketing, Rural versus Urban Marketing, The Rural Marketing Environment

Rural Consumer Behavior, The Consumer Buying Behavior Model, The Buying Decision Process, Bases and Approaches of Rural Segmentation, Product Strategy in Context of Rural Markets, Pricing in Rural India

Unit-IV

Rural Distribution Channels: Distribution Challenges in Rural Context, Rural Logistics and Rural Coverage Decisions, Rural Retailing, Types of Rural Retail Outlets, Rural Communication Challenges in Rural Communication

Marketing of Services to Rural Consumers, Marketing of Social Campaigns to Rural Consumers, Agricultural Marketing, Future of Rural Marketing

Note for Paper Setter:

The paper shall consist of following:

1. Five (5) short questions of 3 marks each at least One from each Unit. (All Compulsory) (5*3=15)
2. Five (5) short questions of 7 mark each. (All Compulsory) (5*7=35)
3. Four/Five (4/5) long Questions Only Two (2) be attempted of 15 marks each at least One from each Unit. (2*15=30)

Suggested Readings

1. Rural Marketing: Text And Cases, 2/E By Krishnamacharyulu C. S. G. and Lalitha Ramakrishnana, Pearson
2. Rural Marketing: Targeting the Non-urban Consumer By Sanal Kumar Velayudhan, Response Books (Sage)
3. H. Robert Dodge Industrial marketing
4. Francis Cherunilam (4011) Industrial Marketing, Third Revised Ed
5. Krishna K Havaladar (4006) Industrial Marketing, Tata McGraw Hill, Third Reprint, New Delhi

INTERNATIONAL MARKETING

Paper: UBMTC601

Total Marks: 100

Credit: 6

Internal Assessment: 20

Contact Hours: 45

External Examination: 80

Duration of Examination: 2 ½ hours

**(For the Examinations to be held for Semester-VI at undergraduate level under CBCS
in May 2019, 2020 and 2021)**

Objective:

To introduce the concepts, principles and techniques of International Marketing

UNIT I

Introduction to International Marketing: Introduction, Scope, International Marketing versus Domestic Marketing; Principles of Customer value and the Value Equation; Competitive or Differential Advantage; MNCs and TNCs; Benefits of International Marketing.

UNIT II

International Marketing Environment: Introduction, Political Environment; Political Systems; Legal and Regulatory Environment; Socio-cultural Environment; Economic Environment; Technological Environment; Challenges in Global Marketing.

UNIT III

International Market Entry Strategies: Introduction; Different Entry Modes and Market Entry Strategies; Joint Ventures; Strategic Alliances; Direct Investment; Manufacturing and Franchising.

UNIT IV

International Product Policy and Planning: Introduction, Products: National and International, the new Product Development, International Product Planning, Product Adoption and Standardization, International Market Segmentation, Influences on Marketing Plan and Budget, International Product Marketing, Marketing of Services.

Note for Paper Setter:

The paper shall consist of following:

4. Five (5) short questions of 3 marks each at least One from each Unit. (All Compulsory)
(5*3=15)
5. Five (5) short questions of 7 mark each. (All Compulsory) (5*7=35)
6. Four/Five (4/5) long Questions Only Two (2) be attempted of 15 marks each at least One from each Unit. (2*15=30)

Recommended Books:

1. International Business, Justin Paul, Tata McGraw-Hill Publishing Company Limited, New Delhi
2. International Marketing, Francis Cherunilam, Himalaya Publishing House, Mumbai
3. International Marketing Management – An Indian Perspective, Varshney RI, Bhattacharya B. Sultan Chand & sons. New Delhi
4. International Marketing, P.K. Vasudeva, Excel Books, New Delhi
5. International Marketing (SIE), Cateora and Philip, Tata McGraw-Hill
6. Globalization of Business, Abbas J. Ali, Jaico Pubishing House, Mumbai, 3rd Edn., 2009