

INSTITUTE OF ADVANCED STUDIES IN
EDUCATION (DEEMED UNIVERSITY)
GANDHI VIDYA MANDIR
SARDARSHAHR

*Detailed Syllabus
of*

POST GRADUATE DIPLOMA IN RETAIL MANAGEMENT

(SEMESTER SYSTEM)

COURSE TITLE: POST GRADUATE DIPLOMA IN RETAIL MANAGEMENT

DURATION : 1 YEAR (Semester System)

TOTAL DIPLOMA MARKS : 900

FIRST SEMESTER

COURSE TITLE	PAPER CODE	MARKS		
		THEORY	PRACTICAL	TOTAL
MARKETING AND SALES MANAGEMENT	PGDRM-110	100	00	100
INTRODUCTION TO RETAILING	PGDRM-120	100	00	100
RETAIL STORES AND OPERATION MANAGEMENT	PGDRM-130	100	00	100
SUPPLY CHAIN MANAGEMENT	PGDRM-140	100	00	100

SECOND SEMESTER

COURSE TITLE	PAPER CODE	MARKS		
		THEORY	PRACTICAL	TOTAL
INTERNATIONAL RETAILING	PGDRM-210	100	00	100
RETAIL PLANNING	PGDRM-220	100	00	100
CONSUMER BUYER BEHAVIOUR	PGDRM-230	100	00	100
INFORMATION TECHNOLOGY IN RETAIL MANAGEMENT	PGDRM-240	100	00	100
PROJECT		100	00	100

Note:

1. Internship for a period of 4 weeks where student will take project with model retail store concluded with its presentation.
2. Internship projects submitted by the candidate shall be forwarded to the University well before the commencement of examination for evaluation.

PGDRM:110 MARKETING AND SALES MANAGEMENT

Maximum Time : 3 Hrs. University Examination : 70 Marks
Total Marks : 100 Continuous Internal Assessment : 30 Marks
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION-A

Marketing and its core concepts, Functions of Marketing, Importance of Marketing, Marketing Environment, Marketing Mix, Product, Product Life Cycle, Product Planning and Development, Brand, Trade Mark, Labeling, Packaging.

SECTION-B

Meaning and Significance of Price, Factors affecting Pricing Decisions, Pricing Policy and Strategies, Promotion Mix, Advertising, Sales Promotion, Personal Selling and Public Relations, Market, Market Segmentation.

SECTION-C

Sales Management- Nature, Scope, Importance, Salesmanship, Qualities of a Good Salesman, Selling Process, Recruiting and Selecting Sales Personnel's.

SECTION-D

Development and Conducting Sales training Programme, Designing and Administering Compensation Plans, Motivating sales staff, Incentives planning, Evaluating sales force performances.

References-

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

INTRODUCTION TO RETAILING

PGDRM:120

Maximum Time : 3 Hrs.

University Examination : 70 Marks

Total Marks : 100

Continuous Internal Assessment : 30 Marks

Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION- A

Retailing- Meaning, Nature, Classification, Growing Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Retail as a carrer.

SECTION-B

Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, The changing Structure of retail, Classification of Retail Units, Retail Formats: Corporate chains, Retailer Corporative and Voluntary system, Departmental Stores, Discount Stores, Super Markets, Warehouse Clubs.

SECTION-C

Variety of Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Life cycle Retail.

SECTIN-D

Emergence of Organized Retiling, Traditional and Modern retail Formats in India, Retailing in rural India, Environment and Legislation For Retailing, FDI in Retailing.

References-

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

PGDRM:130 RETAIL STORES AND OPERATION MANAGEMENT

Maximum Time : 3 Hrs. University Examination : 70 Marks
Total Marks : 100 Continuous Internal Assessment : 30 Marks
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION-A

Settingup Retail organization, Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.

SECTION-B

Store Layout and Space planning, Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

SECTION-C

Store Management, Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments.

SECTION-D

Logistic and Information system, Improved product availability, Improved assortments, Strategies, Quick Response System.

References-

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

PGDRM:140 SUPPLY CHAIN MANAGEMENT

Maximum Time : 3 Hrs. University Examination : 70 Marks
Total Marks : 100 Continuous Internal Assessment : 30 Marks
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION-A

Definition, Scope, Need, Challenges in Supply chain management, Uncertainty and supply chain management, Supply chain Drivers and Obstacles, Supply chain Network, Different types of Supply Chain Networks.

SECTION-B

Forecasting- Importance, Different Kind of Forecasting Techniques in Estimating Demand, Methods Used to Determine Accuracy of forecast, Sourcing and vender selection, Routing and Route sequencing.

SECTION-C

Inventory Management, EOQ, Minimum level and safety stock, Reordering level, Maximum level, Rational of Discounts of Bulk Purchase, Uncertainty and Inventory Management, Lead Time Uncertainty and Product availability.

SECTION-D

Innovations in Supply chain management, Cross Docking and Collaborative Planning, Bull Whip Effect- It's causes and Methods of Overcome.

References-

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

PGDRM:210 INTERNATIONAL RETAILING

Maximum Time : 3 Hrs. University Examination : 70 Marks
Total Marks : 100 Continuous Internal Assessment : 30 Marks
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION-A

International Marketing- Concept, Importance, International Marketing Research and Information System, Market Analysis and Foreign Market Entry Strategies, Future of International Marketing, India's Presence in International Marketing

SECTION-B

Internationalization of Retailing and Evolution of International Retailing, Motives of International Retailing, International Retail Environment – Socio-Cultural, Economic, Political, Legal, Technological

SECTION-C

Selection of Retail Market, Study and Analysis of Retailing in Global Setting, Methods of International Retailing, Forms of Entry-Joint Ventures, Franchising, Acquisition

SECTION-D

Competing in Foreign Market, Multi-country competition and Global Competition, Competitive Advantages in Foreign Market, Cross Market subsidization, Retail Structure, Global Structure.

References-

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

PGDRM: 220 RETAIL PLANNING

Maximum Time : 3 Hrs. University Examination : 70 Marks
Total Marks : 100 Continuous Internal Assessment : 30 Marks
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION-A

Human Resource Management in Retailing, Human Resource Planning, Role of Human Resources in Retail Organizations, Recruitment, Selection, Training needs for Employees, Motivation and Performance Appraisal.

SECTION-B

Customer Relationship Marketing in Retailing, Social Marketing in Retailing, Marketing of Services, Service Quality Management and Continuous Quality Improvement, Brand Management, Retail Marketing Mix, Target Market, Positioning, The Retail Communication Mix.

SECTION-C

Importance of Financial Management in Retailing, Financial Performances and Financial Strategy, Accounting Methods, Strategic Cost Management, Strategic Profit Model, Income Statement, Calculation of Profitability of Retail Stores, Financial Ratios in Retailing.

SECTION-D

Consumer Protection Act 1986, Consumer's Rights, Unfair Trade Practices, The Standard of Weights and Measures Act, Procedure and Duration of Registration, Patent, Copyright and Trade Mark.

References-

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

PGDRM:230 CONSUMER BUYER BEHAVIOUR

Maximum Time : 3 Hrs. University Examination : 70 Marks
Total Marks : 100 Continuous Internal Assessment : 30 Marks
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION-A

Consumer Buyer Behaviour – Scope, Importance and Limitations, Consumer Research, Understanding Consumer and Market Segments, Consumer Behaviour and Marketing Strategy, Understanding the Psychological Foundation of Buying Behaviour: Motivation, Involvement and Motives, Consumer Perception

SECTION-B

Personality – Theories, Self-Concept and its Marketing Implications, Learning Theories and Consumer Attitudes, Communication and Persuasions

SECTION-C

Environmental Influence on Consumer, Culture and its Relevance to Marketing Decisions, Nature and Process of Social Satisfaction, Preference Groups, Family-Family Life Cycle, Family Purchasing Decision and its Marketing Implications.

SECTION-D

Personal Influence, Opinion Leadership, Adoption and Diffusal of Innovations Marketing, Implications of Personal Influences, Consumer Decision Procedure, Post Purchase Behaviour .

References-

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

PGDRM:240 INFORMATION TECHNOLOGY IN RETAIL MANAGEMENT

Maximum Time : 3 Hrs. University Examination : 70 Marks
Total Marks : 100 Continuous Internal Assessment : 30 Marks
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION-A

Role of IT in Business, Influencing Parameters for use of IT in Retailing, IT Options Available to Retail, IT Application for Retail, Advantage of IT Application to Retail.

SECTION-B

Collection of Data/Efficiency in Operations help in Communication, Computer Awareness and Different Financial Packages, Issues Concerning the Use of Internet and Related Technology to Improve Retail Business.

SECTION-C

Emphasize Analysis of Consumer and Product/Service Types on Online Retailing, Effective Management of Online catalogues, Direct Retailing Methods that Involves Technology such as Interactive TV and Mobile Commerce.

SECTION-D

Electronic Data Interchange, Database Management, Data warehousing, Critical Analysis of E-Retailing Strategies, How Firms are using the Internet to expand their Markets, Customer Relationship Management and increase their sales.

References-

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach