

BBA HONOURS 5th SEMESTER
DISCIPLINE SPECIFIC ELECTIVE – II (DSE-2)

OPTION-I

BBA520D2A: MARKETTING: RETAIL MANAGEMENT

CREDITS: THEORY: 04; TUTORIAL: 02
MAX. MARKS: THEORY: 60; TUTORIAL: 30
MIN. MARKS: THEORY: 60; TUTORIAL: 30

***COURSE OBJECTIVE:** The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies. Besides learning more about retailing and retail consulting, the course is designed to foster the development of the student's critical and creative thinking skills.*

A. COURSE CONTENTS (THEORY) (4 CREDITS) (60 marks)

UNIT I

Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry, E-tailing.

UNIT II

Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix & Non-traditional selling. Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.

UNIT III

Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing; Retail Merchandising: Buying function, Mark-ups & Markdown in merchandise management, shrinkage in Retail merchandise management.

UNIT IV

Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing; Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager –Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.

B. COURSE CONTENTS - TUTORIAL (2 CREDITS) (30 marks)

- ---Field visit to a local unit/manufacturing firm/trading firm/service firm describing the issues related to the retail management aspects and submitting a brief report thereof.

SUGGESTED READINGS:

1. Cullen & Newman: Retailing – Environment & Operations, Cengage Learning EMEA
2. Berman & Evarv: Retail Management, Prentice Hall.
3. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.
5. Harjit Singh: Retail Management, S. Chand Publication.

BBA HONOURS 5th SEMESTER
DISCIPLINE SPECIFIC ELECTIVE – II (DSE-2)

OPTION-II

BBA520D2B: MARKETTING: SALES MANAGEMENT

CREDITS: THEORY: 04; TUTORIAL: 02
MAX. MARKS: THEORY: 60; TUTORIAL: 30
MIN. MARKS: THEORY: 60; TUTORIAL: 30

***COURSE OBJECTIVE:** To familiarize the students with the concepts of sales management and to equip them with the various tools required to be a success in the various techniques essential for sales staff management. To help them differentiate the nuances of personal, organizational and personal selling.*

A. COURSE CONTENTS (THEORY) (4 CREDITS) (60 marks)

UNIT I

Introduction to Personal Selling; functions of a sales person, qualities of an effective Sales Person; Objectives and functions of Sales Management, Personal Selling situations. Theories of Selling: AIDAS, Right Set of circumstances, Buying formula theory.

UNIT II

The Selling Process: Pre approach – acquiring product knowledge, acquiring competition and market knowledge, Prospecting for customers, Modes of Sales Presentation, Designing and Delivering of Sales Presentation, Sales demonstration – planning effective demonstration, use of sales tools, Handling objection – types of objections, Closing a sale – trial close, Post sales follow up.

UNIT III

Introduction to Sales Force Management: Roles of a sales Manager, recruiting and Selecting Sales Personnel-Methods and Administering Selection Procedures, Developing Sales Training Programmes, Executing and Evaluating Sales Training Programmes; Motivating Sales Personnel, Compensation of Sales Force.

UNIT IV

Objective and Types of Quotas, Quota setting procedure, administering the Quota system, designing sales territories and Allocating sales efforts to sales territories; Controlling Sales Personnel and Managing sales evaluation programmes, Comparing standards with actual performance of sales personnel.

B. COURSE CONTENTS - TUTORIAL (2 CREDITS) (30 marks)

- **---Field visit to a local unit/manufacturing firm/trading firm/service firm describing the issues related to the sales management aspects and submitting a brief report thereof.**

SUGGESTED READINGS:

1. Still, Cundiff & Govani: Sales Management, Prentice Hall of India
2. Charles Futrell: Fundamentals of Selling, McGraw Hill

BBA HONOURS 5th SEMESTER
DISCIPLINE SPECIFIC ELECTIVE – II (DSE-2)

OPTION-III

BBA520D2C: MARKETTING: SERVICES MARKETING

CREDITS: THEORY: 04; TUTORIAL: 02
MAX. MARKS: THEORY: 60; TUTORIAL: 30
MIN. MARKS: THEORY: 60; TUTORIAL: 30

***COURSE OBJECTIVE:** The objective of this course is to acquaint the student to the issues and challenges of marketing and managing services and delivering quality service to customers in a complex and dynamic marketing environment.*

Unit-I

Nature and Scope of Services Marketing; Concept of services, importance, Goods versus Services marketing, Service Marketing Mix; Emergence & Reasons for growth of service sector in India, Characteristics of services, Classifications of services, Environment of Services Marketing.

Unit-II

Customer Service satisfaction and its measurement, Service Quality- Dimensions of Service Quality; Service Quality Gap Model, Gronross Model of Service Quality, Management of Service Gaps, Challenges to Service Marketing.

Unit-III

Services Design and Development; Physical Evidence and Servicescape; Pricing of services; Services Distribution Management; Managing the Integrated Services Communication Mix; Managing Service Personnel; Employee and Customer Role in Service Delivery.

Unit-IV

Importance of positioning in Services Marketing – Steps in developing a positioning strategy – Positioning Maps – Relationship Marketing: Creating and maintaining valued relationship with Customers; Service recovery –role of Internal Marketing in service delivery.

B. COURSE CONTENTS - TUTORIAL (2 CREDITS) (30 marks)

- ---Field visit to a local unit/manufacturing firm/trading firm/service firm describing the issues related to the service marketing aspects and submitting a brief report thereof.

SUGGESTED READINGS:

1. Christian Gronroos, Service Management and Marketing, John Wiley & Sons Ltd.
2. Valarie A. Zeithaml, et al, Service Marketing, Tata McGraw-Hill.
3. Christopher Love Lock, Service Marketing, Pearson Education Asia.
4. Kruse, Service Marketing, John Wiley & Sons Ltd.
5. Tom Powers, Marketing Hospitality, John Wiley & Sons Inc.
6. Philip Kotler, Marketing of non-profit organization, Prentice Hall.
7. Helen Woodruffe, Services Marketing, Macmillan.