

SRI VENKATESWARA UNIVERSITY :: TIRUPATI  
B.A, B.Com & B.Sc Programmes  
Revised CBCS w.e.f 2020 -21  
III SEMESTER

SKILL DEVELOPMENT COURSES

COMMERCE STREAM

**RETAILING**

Total 30hrs (02hrs/wk) 02 credits & Maximum 50 Marks

**Learning Outcomes:**

*After successful completion of this course, the students are able to;*

- 1. Know the retailing business, its growth in India and social impact*
- 2. Understand the organization and supply in retailing*
- 3. Comprehend the opportunities and challenges in retailing*
- 4. Learn the functions that support outlet operations, sales and services*
- 5. Create a shopping experience model that builds customer loyalty and business promotion*

**SYLLABUS:**

**Unit I:** 06hrs

Introduction -Retailing - Definition– Role of Retailing- Types of Retailing – Factors influencing the Growth of Retailing in India.

**Unit II:** 10 hrs

Store location – factors influencing selection of location - Types of retail outlets - stores design & operations- Merchandise planning - Administrative mechanism

**Unit III:** 10hrs

Human resources in retailing - Job profile- Services to customers – Customer care - Communications with customers - Visual merchandising – enhancing customer loyalty and Sales promotion.

**Recommended Co-curricular Activities (04 hrs):**

1. Collection of information on local retailing
2. Invited lecture/skills training by a local expert
3. Visit near-by stores /Godowns/warehouses and prepare study projects
4. Field training during leisure hours
5. Assignments, Group discussion, Sharing of experience etc.

**Reference books:**

1. I.Swapna pradhan.R.M - Retail Management - Tata Mg Graw Hill

2. Berman, Barry & Evans - Retailing Management- A strategic Approach - Pearson Publications
3. Lamba.A.J. - The Art of Retailing - Tata McGraw Hill Publications
4. Websites on Retailing.

**III SEMESTER  
RETAILING  
MODEL QUESTION PAPER FORMAT**

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Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

**SECTION A** (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks  
(At least 1 question should be given from each Unit)

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

**SECTION B**

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks  
(At least 1 question should be given from each Unit)

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4.	
5.	

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