

MBA Final Year (4th Semester)

406 – A: Retail and Distribution Management

Objective:

The course will focus on manufacturers perspective on retailing and distribution and understanding of their management.

Unit -I:

Concept and Nature of Retailing, Retail Institutions, Retail Organisation Structure, Retail Management Process – Buying, Receiving and Pricing, Retail Credit. Retailing in Changing Environment.

Unit -II:

Retailing strategies and Merchandising: Services, Retail Contract, Location Strategy, Merchandise Management, Merchandise Support Management.

Unit - III:

Distribution Management – Meaning, Nature, Objectives and Constraints, Channel Design, Channel Levels, Managing Channel members, Channel Conflict and Management.

Unit -IV:

(a). Market Logistics – Objectives, Logistics Decision, Nature and Scope of Sales Management.

(b). Personal Selling, Sales Organisation, Warehousing.

Unit – V

Case Studies:

The List of the Case studies to be provided in the class.

Note: A one page single case relating to the issues detailed under one or more of the first four units shall be given as Unit V. As far as possible the theoretical questions and the case should not relate to the same issues / topics.

Suggested Readings:

1. Diamond Allen, Fashion Retailing, Delmar Pub.
2. Diamond, Jay and Gerald Pintel Retailing, PH, New Jersey
3. Drake, Mary Francis, J. H. Spooone and H. Greenwald Retail Fashion, Promotion, and Advertising, McMillan, New Jersey
4. Levy, Michael & Barton A. Weitz: Retailing Management, 2nd Ed., Irwin, London
5. Morgenstein, Melvin and Harriat Strongin Modern Retailing, PH, New Jersey