

B.COM
SEMESTER – IV
APPLIED COMPONENT
RETAIL MANAGEMENT II
(100 Marks – 75 Lectures)

Unit I : Retail Major Decisions (25 Marks-19 lectures)

Product Decisions - 1. Types of Goods 2. Life Cycle of Goods 3. Quality.
Product enhancement through services.
Pricing decisions – Price v/s value – Meaning, factors affecting retail pricing
Promotion decisions – Need, objectives and forms.

Unit II : Understanding the Retail Consumer (25 Marks-19 lectures)

Identifying and responding to changing customer profiles
Retail Shopper – Meaning and factors influencing retail shopper. Customer decision – making process. Changing trends among the Indian consumers – Factors responsible.

Unit III : Servicing the Retail Consumer (25 Marks-19 lectures)

Customer Service – Meaning. Standardisation v/s Customisation. Importance of service in retailing – Principles for delivering distinctive services. Managing customer expectation and handling complaints – Meaning, process of handling complaints. Customer loyalty – Meaning. Customer Loyalty Programs – Meaning and essential features.
Concept of Customer Relationship Management.

Unit IV : Retail Logistics Management (25 Marks-18 lectures)

Retail Logistics Management – Meaning, importance.
Concept of supply chain management – Retail logistics – Push logistics v/s pull logistics.

Books for Study and Reference:

1. Retail Management – Text and Cases, Swapna Pradhan
Tata McGraw Hill Publishing Co.Ltd.; 7, West Patel Nagar, New Delhi 08.

2. Retailing Management – Michael Levy and Barton A Weiz
Tata McGraw Hill Publishing Co.Ltd., New Delhi
3. Retail Marketing Management - David Gilbert
Pearson Education (Singapore) Ltd., Indian Branch 482, F.I.E., Patparganj,
Delhi –92
4. Retailing - George H. Lucas, Robert Bush, Larry Gresham
All India Publishers and Distributors, 920, Poonamalee High Road, Chennai
– 84.
5. Fundamentals of Retailing - Madaan, Tata McGraw Hill.

B.COM
SEMESTER - IV
APPLIED COMPONENT
ADVERTISING II
100 Marks – 75 Lectures

Unit I : Visual Communication (20 Marks-15 lectures)

Visual communication – Meaning, tools of visual communication
Visuals – Meaning. Types – Importance of visuals - Signs & Symbols –
Meaning and examples of signs & symbols – Verbal and non-verbal.
Identifying symbols in advertising – Meaning and examples – guidelines for
effective slogans.

Unit II : Layout & Copywriting (25 Marks-19 lectures)

Layout – Meaning, elements of an ad in brief – Principles of effective layout.
Copywriting – Meaning, types of copy - Principles for effective copywriting
for posters, print, radio and television.

Unit III : Advertising Effectiveness (25 Marks-19 lectures)

Measuring advertising effectiveness - Meaning & importance.
Pre-testing and Post-testing methods

Unit IV : Advertising Agency (30 Marks-22 lectures)

Advertising Agency – Meaning, functions, factors influencing the choice of
an ad agency. Client Agency Relationship – Meaning and principles. Client