

SRINIVASAN ENGINEERING COLLEGE, PERAMBALUR

DEPARTMENT OF MANAGEMENT STUDIES

BA9252 RETAIL MANAGEMENT

UNIT I

- 1. Explain the Challenges and opportunities of retailing**
- 2. Explain the retail trends in India**
- 3. Briefly explain the socio economic influences on retail management**
- 4. Describe the government of India policy implications on retails**
- 5. Briefly explain global retailing**
- 6. Explain the functions of retailing**
- 7. Discuss the scope of retailing**

UNIT II

- 1. Elucidate the organized and unorganized format**
- 2. Explain the different organized retail format**
- 3. Describe the characteristics of organized retail format**
- 3. Briefly describe the characteristics of un-organized retail format**
- 4. Explain the emerging trends in retail formats**
- 5. Describe the MNCs role in organized retail format**

UNIT III

- 1. Explain the choice of retail locations**
- 2. Explain the internal and external atmospherics**
- 3. Describe the positioning of retail shops**
- 4. Explain the building retail store image**
- 5. Discuss the retail service quality management**
- 6. Explain the retail supply chain management**
- 7. Describe the retail pricing decisions**

UNIT IV

- 1. Explain the visual merchandise management**
- 2. Briefly describe the space management**

- 3. Describe the retail inventory management**
- 4. Briefly Explain the retail accounting and auditing**
- 5. Elucidate the retail store brands**

- 6. Explain the retail advertising and promotion**
- 7. Describe the retail management information system**
- 8. Elucidate the online retail**

UNIT V

- 1. Explain the retail shopper behavior**
- 2. Explain the shopper profile analysis**
- 3. Describe the shopping decision process**
- 4. Describe the factors influencing retail shopper behavior**
- 5. Elucidate the retail sales force management**
- 6. Explain the challenges retailing in India**