

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)**

RETAIL MANAGEMENT (8549)

CHECKLIST

SEMESTER: SPRING 2014

This packet comprises the following material:

1. Text Book
2. Course Outlines
3. Assignments 1 & 2
4. Assignment Forms (6)

In this packet, if you find anything missing from the above-mentioned material, please contact Director, Admissions & Mailing (address given below).

The Mailing Officer
Mailing Section, Block # 28
Allama Iqbal Open University
Sector H/8, Islamabad.
Tel: (051) 9057611-12

Mr. Adnan Riaz
Course Coordinator

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)

WARNING

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Retail Management (8549)
Level: MBA (2½ Years)

Semester: Spring 2014

GUIDELINES FOR ASSIGNMENT No. 1 & 2:

The student should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How clearly you think?
- How well you can reflect on your knowledge & experience?
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management?
- How professional you are, and how much care and attention you give to what you do?

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. The student must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

ASSIGNMENT No. 1

(Units: 1–5)

Total Marks: 100

Pass Marks: 50

- Q. 1 Retailing is the process to sell goods and services from individuals or businesses to buyer. However retailing in Pakistan is not free from challenges. Enlist and explain various challenges involved while retailing in Pakistan? **(20)**
- Q. 2 Discuss various theories of structural change in retailing. You may explain the implications of the theories with the help of examples from Pakistani environment. **(20)**
- Q. 3 Describe the factors which affect consumer buying behavior. Which factor you consider is most critical for automobile industry keeping in view the demographical trends in Pakistan. **(20)**
- Q. 4 Discuss the basis of market segmentation in detail. Also highlight the relationship between segmentation, market targeting and positioning. **(20)**
- Q. 5 Write short notes on the followings: **(7+7+6)**
 - Inventory control
 - Retail budgeting
 - Determining customer needs

ASSIGNMENT No. 2

Total Marks: 100

This assignment is a research-oriented activity. You are required to submit a term paper and present the same in the classroom prior to the final examination. Presentation component is compulsory for all students. You will have to participate in the activity fully and prepare a paper of about 15 to 20 pages on the topic allotted to you. The students are required to prepare two copies of Assignment No. 2. Submit one copy to your teacher for evaluation and the second copy for presentation in the classrooms in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination.

Include the following main headings in your report:-

- a) Introduction to the topic
- b) Important sub-topics
- c) Practical aspects with respect to the topic
- d) Review of theoretical and practical situations
- e) Merits, demerits, deficiencies or strengths of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You must use transparencies, charts or any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic No.5 (the last digit):-

LIST OF TOPICS

0. Retail strategy
1. Calculating retail price
2. Personal retailing
3. Non-store retailing
4. Pricing methods
5. Types of store layout
6. Effective Planning Merchandise
7. New trends in retailing
8. Various pricing options
9. In-store promotion

OUTLINE OF RETAIL MANAGEMENT (8549)

Unit-1: Retailing Role Relevance and Trends

- 1.1 Key Concepts and Functions of Retailing
- 1.2 Retailing Industry and Economy
- 1.3 Role of Services in Retailing
- 1.4 Relationship between the Retailer and their Suppliers
- 1.5 Retail Strategy
- 1.6 Challenges for Retail Management in Pakistan

Unit-2: Retail Organizations

- 2.1 Changing Structure of Retailing
- 2.2 Theories of Structural Change in Retailing
- 2.3 Classification of Retail Units
- 2.4 Variety of Merchandise Mix
- 2.5 Methods of Customer Interaction
- 2.6 Management of Retail Organizations in Pakistan

Unit-3: Retail Customer

- 3.1 Consumer Behavior in Retailing
- 3.2 Factors Affecting Consumer Decision Making

- 3.3 Stages of Consumer Decision Process
- 3.4 Types of Consumer Decision Making
- 3.5 Stage of the Consumer Decision Process
- 3.6 Influence of Situational Variables on Consumer Behavior

Unit-4: Retail Market Segmentation

- 4.1 Market Survey for Retail Market Segmentation
- 4.2 Market Segmentation and its Benefits
- 4.3 Kinds of Markets
- 4.4 Dimensions for Segmentation
- 4.5 Customer Profile
- 4.6 Survey of Buyer
- 4.7 Application of Retail Market Segmentation in Pakistan

Unit-5: Merchandising Planning

- 5.1 Planning for Customer Needs
- 5.2 Stock Turnover
- 5.3 Inventory Management and Control
- 5.4 Merchandise Budget Plan
- 5.5 Calculating Retail Price
- 5.6 Merchandise Planning System in Organizations of Pakistan

Unit-6: Foundation for Retailing Price

- 6.1 General Pricing Essentials
- 6.2 Pricing Methods
- 6.3 Types of Retail Locations
- 6.4 Location Decision and Consumer Place
- 6.5 Trading Areas

Unit-7: Retailing Today and Tomorrow

- 7.1 Personal and Non Store Retailing
- 7.2 Carriers in Retailing
- 7.3 Future of Retailing
- 7.4 Retailing Today and Tomorrow in Pakistan

Unit-8: Promotion Functions

- 8.1 Purpose and Nature of Promotion
- 8.2 Basis of Promotion
- 8.3 Nature and Fundamentals of Personal Selling
- 8.4 Nature and Type of Retail Advertisement
- 8.5 Application of Promotion Functions in Pakistan

Unit-9: Store Layout Design

- 9.1 Layout Alternatives
- 9.2 Merchandise Placement
- 9.3 Design Basis
- 9.4 Object of Design
- 9.5 Current Trends in Store Organizations of Pakistan

Recommended Books:

- Bajaj, C., Tuli, R., & Srivastava, N. V. (2010). *Retail Management* (2nd ed.). Pakistan: Oxford University Press.
- James, D. L., Walker, B. J., Etzel, M. J. (2011). *Retailing Today*. USA: Harcourt Brace Jovanovich.
- Buskirk, R. H., & Buskirk, B. D. (2010). *Retailing*. USA: McGraw-Hill.