Bachelor of Business Administration (B.B.A)

Teacher name: Dr Bharti , Paper 2 Semester 5th

October 2020

|  |
| --- |
| Retailing : Definition, nature and importance of retailing in the Indian economy, functions of retailers, classification of retailers. The concept of organised retail, difference between organized retailing and unorganized retailing.  |

November 2020

|  |
| --- |
| Nonstore retailing and service retailing. Retailing as a career. Retail Customer; stages of the customer buying process , types of consumer buying behaviours , factors affecting buying decision process, consumer decision making procedure in retail perspective .  |

December 2020

|  |
| --- |
| Store Location; meaning, types of retail locations, factors for choosing a location. Store layout andDesign; key considerations in store layout, factors of design decisions, importance of layout, steps for designing layout.  |

January2021

|  |
| --- |
| The Retailing Organisations; organisation structures and HR functions in these organizations.  |

February 2021

|  |
| --- |
| Retail Merchandising; meaning, the process of merchandise planning, merchandise budget, methods of merchandise procurement, controlling the merchandise. Technology in retailing. |