Bachelor of Business Administration (B.B.A)

Teacher name: Dr Bharti , Paper 2 Semester 5th

October 2020

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| 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

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| 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

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| 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

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

February 2021

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