

**GUJARAT UNIVERSITY
SYLLABUS FOR --- B.COM.**

SEMESTER IV

Course Code: CE 203 H

NAME OF THE COURSE: DISTRIBUTION AND RETAILING

Objectives:

1. Provide students with a modest awareness of what lies ahead for Distribution and retailing.
2. Enable students to become good retail planners and decision makers who adopt to change.

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit-I

Introduction: Meaning, nature, scope, importance, growth and present size of distribution and retail industry. Career in retailing and distribution, Future of retailing and distribution in India

Distribution channels - concept and role; types of distribution channels; Factors affecting choice of distribution channel; Retailer and wholesaler ; Physical distribution of goods, Transportation ; Warehousing; Inventory control ; Order Processing.

Marketing Channels: Definition & Importance, Functions of Marketing Channels – Intensive, Selective & Exclusive distribution strategies, Decisions in Channel Management
Wholesaling: Concept, Importance, Functions –Wholesaler Marketing Decisions – Trends in Wholesaling.

Unit-II

Types of Retailing: Stores classified by owners; Stores classified by merchandising categories; Wheel of retailing; Traditional retail formats vs. modern retail formats in India; Store and non-store based formats; Cash and carry business - Meaning, nature and scope; Retailing models – Franchiser franchisee, directly owned; Wheel of retailing and retailing life cycle; Co-operation and conflict with other retailers.

Unit-III

Management of Retailing Operations: Retailing management and "the total performance model; Functions of retail management; Strategic retail management process. Retail planning - importance and process; Developing retailing strategies,

Unit-IV

Technology in distribution: Bar-coding – RFID – Electronic payment systems. Store Administration: Floor space management–Managing store inventories and display action plans, pricing strategies and location strategies.

Reference:

1. Retailing Management – Swapna Pradhan
2. Channel Management & Retail Management – Meenal Dhotre
3. Retail Management – Gibson Vedamani
4. Marketing Management – Kotler Philip
5. Physical Distribution & Logistics Management – Dr. Subhash Bhawe