

### **Paper III (42823)**

#### **Retail Management**

##### **Unit – I**

Retailing: Indian & Global overview, introduction & concept of retailing, development and growth of retailing

Mall Management: Introduction

##### **Unit – II**

Retailer's Consumer & Customer

Retail Institution – An introduction & various types of Retail formats

Tenant Mix – Concept & Introduction

##### **Unit – III**

Retail Mix – Introduction, concept & relevance and its importance

Retail promotion- Concept, importance & elements

Maintenance Management in Mall

##### **Unit – IV**

Retail Communication Mix – Various Elements, Importance & Integration of miscellaneous elements.

Multi – channel retailing – concepts & importance

##### **Unit – V**

Retail location & site selection

Retail Market Strategy and retail product strategy.

#### **Books recommended:**

- Retail Management: Swapnapradhan

### **Paper IV (42824)**

#### **Management of Small Enterprises**

##### **Unit – I**

Environment of Small Scale Industry. The Entrepreneur, Selection and Establishment of a Small Scale Unit, Preparation of a Feasibility report.

##### **Unit – II**

Growth Centres of small scales units. Role of Government Agencies – DIC, SFES, Incentives and Subsidies by State and Central Government.

##### **Unit – III**

Procuring initial capital & credit, location and procurements of land/shed, purchase of plant & provision of other physical facilities, layout, incentives for establishing small scale industry.

##### **Unit – IV**

Staffing, Procuring raw materials, problems of marketing, problems of small scale ancillary units, small scale industries & government purchases.

##### **Unit – V**

Working capital problems and managing a cash, credit limit, securing assistance from SISIC Common facility & equality, making centres, management & control of business operation, export promotion through small scale sector.

#### **Books Recommended:**

- Ram K. Vepa: Small Industries in the Seventies.
- Dan Steninwoff: Small Business Management

