

RETAIL

CLASS-XII

RETAIL SERVICES (744)

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THEORY & PRACTICAL

Time: 3 Hours + 2 Hours

Marks: 100 (Theory 60 + Practical 40)

Unit-1: Advances in Retailing

- Retail Organizational Structure, Retail Research, Retail Strategy, Retail Consumer Behaviour **11+7**

Unit-2: Display of Products and Satisfy Customer Needs

- Display of Products and Satisfy Customer Needs, Sale and Delivery of Products, Maintenance of Store Areas and Communicate Effectively with Stakeholders, Duties & Responsibilities of State Supervisor. **12+8**

Unit-3: Non-store Retailing

- E-Retailing Logistics, E-Marketing, Telemarketing, Internet Business. **10+8**

Unit-4: Event Management in Retailing

- Understanding Event Management, Documentation for Conducting Events, Logistics and Standard Operating Procedures (SOP), Supervising Events. **12+8**

Supplementary Material

Unit-5: Visual Merchandise

- Visual Merchandise - Ideas, Understanding Store Fixtures. **5+3**

Unit-6: Retail Point-of-Sale: An Overview

- Understanding Components of Point-of-Sales, Understanding the Process of Point-of-Sale, Learning Point-of-Sale Marketing. **5+3**

Unit-7: Retail Information Systems (RIS)

- Knowing the Retail Information System, Understanding IT Application in Retail: Data mining & Warehousing. **5+3**

LIST OF RECOMMENDED BOOKS

1. Dynamics of Retailing, Students Handbook, Class X, Published by CBSE.
2. Retail Operations–I, Students Handbook, Class XI, Published by CBSE.
3. Retail Operations–II, Students Handbook, Class XII, Published by CBSE.