

FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

BACHELOR OF VOCATION (B.Voc.) (RETAIL MANAGEMENT & IT) (Semester I – VI)

Session: 2016–17



GURU NANAK DEV UNIVERSITY AMRITSAR

- Note:** (i) Copy rights are reserved.
Nobody is allowed to print it in any form.
Defaulters will be prosecuted.
- (ii) Subject to change in the syllabi at any time.
Please visit the University website time to time.

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester System)

Semester-I				
Course Code	Course Title	Theory Marks	Practical Marks	Max Marks
BVC 101	Punjabi Compulsory/ ਮੁੱਢਲੀ ਪੰਜਾਬੀ	50	-	50
BVC-102	Communication Skills in English	50	-	50
BVC 103	Inventory and Event Management	50	-	50
BVC 104	Fundamentals of Management	50	-	50
BVC 105	Retailing Principles and Practices	50	-	50
BVC 106	Retailing Strategy	50	-	50
BVC 107	Lab on Retail Selling Skills	-	50	50

Semester-II				
Course Code	Course Title	Theory Marks	Practical Marks	Max Marks
BVC 201	Punjabi Compulsory/ ਮੁੱਢਲੀ ਪੰਜਾਬੀ	50		50
BVC-202	Communication Skills in English	35	15	50
BVC 203	Visual Merchandising and Product Display	50	-	50
BVC 204	Retail Shopper Behaviour	50	-	50
BVC 205	Team Management in Retailing	50	-	50
BVC 206	Customer Services and Strategy	50	-	50
BVC 207	Seminar	-	50	50

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester System)

Semester-III				
Course Code	Course Title	Theory Marks	Practical Marks	Max Marks
BVC 301	Communication among Stake Holders	50	-	50
BVC 302	Basic Accounting Applications in Retail	50	-	50
BVC 303	Organizational Behaviour	50	-	50
BVC 304	Computer Applications in Retail - I	40	10	50
BVC 305	Retail Services and Opportunities	50	-	50
BVC 306	Health & Safety Management Issues in Retail	50	-	50
BVC 307	Summer Training Project	-	50	50
*ESL-221	Environmental Studies-I (Compulsory Paper)	50	-	50

Semester-IV				
Course Code	Course Title	Theory Marks	Practical Marks	Max Marks
BVC 401	Computer Applications in Retail - II	40	10	50
BVC 402	Business Ethics	50	-	50
BVC 403	Store Team Management	50	-	50
BVC 404	Business Laws	50	-	50
BVC 405	Marketing Planning	50	-	50
BVC 406	Customer Relationship Management	50	-	50
BVC 407	Seminar	-	50	50
*ESL-222	Environmental Studies-II (Compulsory Paper)	50	-	50

*** Note: The marks of Paper Environmental Studies will not be added in the Grand Total.**

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester System)

SEMESTER-V

Paper Code	Paper Title	Theory Marks	Practical Marks	Max. Marks
BVC 501	Human Resource management in Retail	50	-	50
BVC 502	Economics for Executives	50	-	50
BVC 503	Cost Accounting and Management Accounting	50	-	50
BVC 504	Entrepreneurship and Small Scale Business	50	-	50
BVC 505	Advertising and Sales Management	50	-	50
BVC 506	Management Information System	50	-	50
BVC 507	Seminar	-	50	50

SEMESTER-VI

Paper Code	Paper Title	Theory Marks	Practical Marks	Max. Marks
BVC 601	Supply Chain Management	50	-	50
BVC 602	International Retailing	50	-	50
BVC 603	Brand Management	50	-	50
BVC 604	Mall Management	50	-	50
BVC 605	Statistical Analysis for Business	50	-	50
BVC 606	E-Commerce	50	-	50
BVC 607	Lab on E-Marketing	-	50	50

BVC-101: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਗਿਆਨ ਮਾਲਾ** (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ),
(ਸੰਪਾ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ
ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਲੇਖ : ਪਹੀਆ ਪ੍ਰਦੂਸ਼ਣ, ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿਚ, ਨਾਰੀ ਸ਼ਕਤੀ, ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ
ਅਤੇ ਮਨੁੱਖ, ਏਡਜ਼ : ਇਕ ਰੰਭੀਰ ਸੰਕਟ।
2. **ਆਤਮ ਅਨਾਤਮ** (ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
(ਪ੍ਰੋ. ਮੋਹਨ ਸਿੰਘ, ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ, ਸ਼ਿਵ ਕੁਮਾਰ ਬਟਾਲਵੀ, ਸੁਰਜੀਤ ਪਾਤਰ, ਪਾਸ਼)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
3. **ਪੈਰਾ ਰਚਨਾ**
4. **ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪੁਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।**
5. (ੳ) **ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ** : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ,
ਸੁਰ।
(ਅ) **ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ** : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ
ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।
6. **ਮਾਤ ਭਾਸ਼ਾ ਦਾ ਅਧਿਆਪਨ**
(ੳ) ਪਹਿਲੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ
(ਅ) ਦੂਜੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ) । 10 ਅੰਕ
2. **ਆਤਮ ਅਨਾਤਮ** : ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ, ਕਲਾ ਪੱਖ 10 ਅੰਕ
3. ਪੈਰਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉਤੇ ਪੈਰਾ ਲਿਖਣ ਲਈ 05 ਅੰਕ
ਕਿਹਾ ਜਾਵੇ ।
4. ਪੈਰਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪੁਸ਼ਨਾਂ ਦੇ ਉੱਤਰ। 05 ਅੰਕ
5. ਨੰਬਰ 5 ਉਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ 'ਤੇ ਵਰਣਨਾਤਮਕ ਪੁਸ਼ਨ। 10 ਅੰਕ
6. ਨੰਬਰ 6 ਵਿਚ ਮਾਤ ਭਾਸ਼ਾ ਦੇ ਪਹਿਲੀ ਭਾਸ਼ਾ ਅਤੇ ਦੂਜੀ ਭਾਸ਼ਾ ਵਜੋਂ
ਅਧਿਆਪਨ, ਮਹੱਤਵ ਅਤੇ ਸਮੱਸਿਆਵਾਂ ਬਾਰੇ ਚਾਰ ਪੁਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ,
ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਦੋ ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ। 5×2=10 ਅੰਕ

BVC-101: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Punjabi Compulsory)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

1. ਪੈਂਤੀ ਅੱਖਰੀ; ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ, ਲਗਾਂ ਮਾਤਰਾਂ
2. ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ)
3. (ੳ) ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਵਰਤੋਂ,
(ਅ) ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਲਿੰਗ ਅਤੇ ਵਚਨ

ਅੰਕ ਵੰਡ ਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਪੈਂਤੀ ਅੱਖਰੀ ਦੀ ਬਣਤਰ ਅਤੇ ਤਰਤੀਬ ਨਾਲ ਸੰਬੰਧਿਤ ਪ੍ਰਸ਼ਨ। 10 ਅੰਕ
(ਦੋ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ)
ਕਵਰਗ, ਚਵਰਗ, ਤਵਰਗ, ਟਵਰਗ ਆਦਿ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾ ਸਕਦਾ ਹੈ। ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਲਗਾਂ ਮਾਤਰਾਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਸੰਬੰਧਿਤ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ) 10 ਅੰਕ
2. ਬਿੰਦੀ, ਟਿੱਪੀ ਅਤੇ ਅੱਧਕ ਦੀ ਵਰਤੋਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ 10 ਅੰਕ
3. (ੳ) ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਵਰਤੋਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ 10 ਅੰਕ
(ਅ) ਨਾਂਵ ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ ਅਤੇ ਲਿੰਗ ਵਚਨ ਸੰਬੰਧੀ ਮੁੱਢਲੀ ਕਿਸਮ ਦੇ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ) 10 ਅੰਕ

BVC-102: COMMUNICATION SKILLS IN ENGLISH

Time: 3 Hrs

Max. Marks: 50

Course Contents:

1. Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings; Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:

- a) Active reading of passages on general topics
- b) Comprehension questions in multiple choice format
- c) Short comprehension questions based on content and development of ideas

2. Writing Skills: Guidelines for effective writing; writing styles for application, resume, personal letter, official/ business letter, memo, notices etc.; outline and revision.

Activities:

- a) Formatting personal and business letters.
- b) Organising the details in a sequential order
- c) Converting a biographical note into a sequenced resume or vice-versa
- d) Ordering and sub-dividing the contents while making notes.
- e) Writing notices for circulation/ boards

Suggested Pattern of Question Paper:

The question paper will consist of five skill-oriented questions from Reading and Writing Skills. Each question will carry 10 marks. The questions shall be phrased in a manner that students know clearly what is expected of them. There will be internal choice wherever possible.

10x5=50 Marks

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-I)

- i) Multiple choice questions on the language and meanings of an unseen passage.
- ii) Comprehension questions with short answers on content, progression of ideas, purpose of writing etc. of an unseen passage.
- iii) Personal letter and Official/Business correspondence
- iv) Making point-wise notes on a given speech/ technical report **OR**
Writing notices for public circulation on topics of professional interest
- v) Do as directed (10x1= 10 Marks) (change of voice, narration, combination of 2 simple sentences into one, subject-verb agreement, using appropriate tense, forms of verbs.

Recommended Books:

1. *Oxford Guide to Effective Writing and Speaking* by John Seely.
2. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

BVC-103: INVENTORY AND EVENT MANAGEMENT

Time: 3Hrs

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part A

Describe the Sources of Merchandising, Various Sources of Merchandising in Retailing; Describe the job ride of a merchandiser and responsibilities of the same. Functions of Merchandising Division, Negotiation with Vendor, Various tips for art of successful negotiation with the vendor in merchandising, ethical and legal issues in buying merchandising, Identify Counterfeit and grey market merchandising.

Differentiate between counterfeit and grey market.

Planning of merchandise, appreciate the pricing the merchandise, identify the methods of merchandise control, Functions, Principles and Techniques of visual merchandising.

Evaluate the impact of display of merchandise. Methods of merchandise control

Part B

Identify the types of retail goods, Process of goods management, types of material handling equipment, various delivery procedures, problems associated with retail transport, Checking of stock levels in retail store, factors affecting demand for stock, identify the types of material handling equipment.

Event Management; Planning and designing event, Describing the manpower requirements for the event, Describe the work formulated for execution of the event, Various records that are maintained for monitoring event, Contents of feedback form, Legal and Statutory aspects relating to the event management, risks and contingencies likely to arise during the event. Steps in the execution of the events, Public Relations required in event management, different media requirements for public relations. Choice of Media Selection.

Practical, Training and Teaching Solutions

- Role play to act as how the selling will be done through merchandising
- Visit to the merchandising division in retailing and observe the buying function
- Role play on effective negotiation with vendors in retailing
- Group discussion to discuss “art of successful negotiation with vendor”
- Conduct a seminar on “ to discuss an ethical and legal issue in buying merchandise
- Conduct a seminar to identify the importance of counterfeit and grey market operations.
- Visit to the retail format and observe what are the methods adopted to control the merchandise.
- Visit to two retail stores to compare the display of merchandise.
- Seminar to discuss an ethical and legal issue in buying merchandise
- Visit to retail store to study the role and functions of merchandiser
- Visit to retail store and observe the methods adopted in the inventory process
- Group discussion on the schedule of purchase on the basis of time and value
- Visit to the retail store and observe the requirements of inventory management
- Visit to the retail store and observe the requirements of inventory for merchandising

Suggested Readings:

1. P. Gopal. Krishan and M.S. Sandelya, Inventory Management, Text and Cases, Mc Millan, New Delhi.
2. Buff E.S and W.H. Tanber : Production Inventory Systems – Planning and Control, Homewood, Illinos.

BVC-104: FUNDAMENTALS OF MANAGEMENT**Time: 3Hrs****Max Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part A

Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Concept of management, administration and organization Principles of management, Scientific Management.

Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought.

Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.

Organizing: Meaning, Nature and Purpose of organization, Theories of organization, principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Delegation, Span of Management: Factors determining effective span.

Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralization and Departmentation.

Part B

Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-I)

Staffing: Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.

Directing: Motivation: Meaning, Nature, Importance, Types, Theories of Motivation: Mc.Gregor's, Maslow and Herzberg.

Leadership: Meaning, Nature, Styles, Managerial grid, Likert system, Theories: Trait, Behavioural, Situational and Followers.

Coordination: Principles and Techniques, Difference between coordination and co-operation.

Practical

- Visit to a retail store and observe different ways of communicating effectively with members of a store team.
- How to carry out verbal instructions from other team members and supervisors.
- Visit to various retail stores and observe their departmentation.
- Staffing practices of various Retail Stores.
- Application of management Principles in various retail stores.

Suggested Readings:

1. Stoner, J. Freeman, R. & Gilbert, D., "Management", Prentice Hall of India.
2. Koontz, H., "Principles of Management, Tata McGraw Hill Publishing.
3. Robbins, S.P. and Coulter, M., "Management", Prentice Hall of India.
4. Robbins S.P. & Decenzo D., "Fundamentals of Management: Essential Concepts and Applications", Pearson Education.
5. Weihrich, H. and koontz, H., "Essentials of Management: An International Perspective", Tata McGraw Hill, New Delhi.

BVC-105: RETAILING PRINCIPLES AND PRACTICES

Time: 3 Hrs

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part A

Retailing-Introduction to retailing – retailing and economic significance – types of retailers - Trends, characteristics, food, general merchandise, non-store retailing – service retailing.

Retailing Channel- Multi channel retailing – retail channels for interacting with customers, Electronics and others – Multi Channel retailing shopping experience – retail market strategy.

Part- B

Location- Retail location and sight selection, The importance of store locations, types of locations, steps involving in choosing a location, trade areas and their evaluation, how to evaluate a retail location

Pricing-Pricing strategies and approaches – store lay out – design – visual merchandising and the factors affecting price, elements of retail price, developing a pricing strategy, adjustment to retail price

Practical, Training and Teaching Solutions

- Interactive lecture - Basics of retailing such as concept & functions.
- Interactive lecture on Service to be renders by retailer to the customers.
- Guest lecture on store and non store retailing.
- Interactive lecture- Indian Retail Industry, Functions of Retailing, Methods of Retailing.

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-I)

Activity:

- Visit to a retail shop or departmental store for identify the functions of retailing.
- Read the model and model number or designation of the product.
- Role play to act individually for formation of store and non-store retailing
- Group formation to write about the characteristics of various retailers in neighbourhood market and Indian Retail Industry

Suggested Readings :

1. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
2. Course References:
3. Gilbert Pearson, Retail Marketing, Education Asia, 2001
4. Vedamani, Gibson, Retail Marketing, Jaici Publishing House, New Delhi, 2000
5. Berman & Evans, Retail Management, PHI, New Delhi, 2001

BVC-106: RETAILING STRATEGY**Time: 3Hrs****Max Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part A

Retailing- Meaning, Nature, Building and sustaining relationships in Retailing- Customer, Channel and Supplier, the Framework of Retailing; Structure of retail organization and its types, Identification of retail marketing mix variables, Situation Analysis .

Retail Strategy: Meaning and importance of retail strategy; Strategy formulation in retail, Considerations for developing retail strategy, Retail Strategy implementation techniques, Evaluation and control of competitive retail operations. SWOT appraisal of Retail strategy.

Part B

Components of retail strategy: Manufacturer retail strategy, Classification of retail strategy and its implementation: Retail Pricing- Factors Affecting a Retail Price Strategy; Developing a Retail Price Strategy, Retail Location Strategy- Introduction; the Importance of Location to Retail Companies; Types of Retail Locations; Location Assessment Techniques.

Understanding the Retail Customer: Building customer relationships, Impulse Purchase and Customer Loyalty, Loyalty Schemes and Programmes: Features and benefits of loyalty schemes, Skills required to gain customer commitment to loyalty schemes. Customer sales support services, Direct Marketing and Direct Selling.

Suggested Readings:

1. Levy, Michael, Barton A. Weitz and Ajay Pandit (2008), Retailing Management, Tata McGraw Hill, 6th Edition.
2. Pradhan, Swapna (2007), Retail Management – Text and Cases, Tata McGraw Hill, 2nd Edition.
3. Cox, Roger and Paul Brittain (2004), Retailing – An Introduction, Pearson Education, 5th Edition.
4. Gilbert, David (2009), Retail Marketing Management, Pearson Education, 2nd Edition.
5. Berman, Barry and Joel R. Evans (2006), Retail Management – A Strategic Approach, Pearson Education, 9th Edition.
6. Retail Management by Chetan Bajaj, Rajnish Tuli, & Nidhiv Srivastava, Publisher: Oxford University Press.
7. Gibson G. Vedamani (2012), Retail Management: Functional Principles and Practices, 4/e, Jaico Publishing House.
8. Dunne M Patrick, Robert F Luasch & David A Griffith. Retailing, 4/e; Singapore: Thompson Learning

BVC-107: LAB ON RETAIL SELLING SKILLS

Max. Marks: 50

Instructions: The students will be trained in practical aspects of Retail Selling Skills. External examiner will be appointed by the University to conduct the practical by examining the students in the lab and award marks.

Week 1-3 (Theory)

Personal Selling Skills: objectives of Personal Selling, Identifying the potential Customers, Receiving & Greeting, Ascertaining the needs and Arousing Interest.
Process of Personal Selling, Handling Objections, Closing the Sale, Customer Follow up, Negotiation Strategies.

Practical Training in Lab

Week 4th

Basic Hygiene

- Tips on Basic Hygiene
- Basic Health Care
- How Hygiene affects Customers
- Cleanliness of mind & Body

Week 5th

Basic Grooming

- Dress Code
- Decent Dressing
- Hair Styling
- Maintaining Neat & Pleasant Look

Week 6th

Manners & Etiquettes

- Body Language
- Face & Body Expressions
- Self Presentation
- Voice Modulations

Week 7th

Basic Communication Skills

- Use of Words
- Use of Signs
- Communicating First Time with the Customers
- Use of Hands

Week 8th

Customer Dealing

- How to Build Patience
- Developing Listening Skills
- Humour in Conversation
- Understanding the Customer Needs
- Anger Control

Week 9th

Conversational Skills Development on Phone

- How to Make calls
- Answering the Calls
- Representing the Company
- Following the Company's Procedure

Week 10th

Stress Management

- Handling Complaints
- Handling Stress
- Keeping Calm in Stress
- Overcoming Anxiety

Week 11th

Self Introspection

- Knowing Self
- SWOT Analysis
- Discovering own Personality

Week 12th***Refreshing Knowledge***

- Building General Awareness
- New Development in Retail
- Enhancing Reasoning Abilities

Week 13th**Role Playing**

- Admiring the Ideal
- Role play
- Real Life Clippings on Retail

Week 14th***Developing Relationships***

- Memory Skills
- Feedback from Customers
- Giving Personal Attention

BVC-201: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਗਿਆਨ ਮਾਲਾ** (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)
(ਸੰਪ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ,
ਅੰਮ੍ਰਿਤਸਰ, 2007
ਲੇਖ : ਸਾਹਿਤ ਤੇ ਲੋਕ ਸਾਹਿਤ, ਅੱਖਾਂ, ਅਚੇਤਨ ਦਾ ਗੁਣ ਤੇ ਸੁਭਾਅ, ਕੰਪਿਊਟਰ ਅਤੇ
ਇੰਟਰਨੈੱਟ, ਮਨੁੱਖੀ ਅਧਿਕਾਰ।
2. **ਆਤਮ ਅਨਾਤਮ** (ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ) (ਕਹਾਣੀਆਂ)
ਪਠਾਣ ਦੀ ਧੀ (ਸੁਜਾਨ ਸਿੰਘ), **ਸਾਂਵੀ ਕੰਧ** (ਸੰਤੋਖ ਸਿੰਘ ਧੀਰ), **ਉਜਾੜ** (ਕੁਲਵੰਤ ਸਿੰਘ
ਵਿਰਕ), **ਘੋਟਣਾ** (ਮੋਹਨ ਭੰਡਾਰੀ), **ਦਲਦਲ** (ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
3. **ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ** : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ
4. **ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ**
5. **ਪੈਰ੍ਹਾ ਰਚਨਾ**
6. **ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ**
7. **ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ**

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ) । 10 ਅੰਕ
2. **ਆਤਮ ਅਨਾਤਮ** : ਸਾਰ, ਵਿਸ਼ਾ ਵਸਤੂ, ਪਾਤਰ ਚਿਤਰਣ, ਸਾਹਿਤ ਨੂੰ ਦੇਣ 10 ਅੰਕ
- 3-4. 3-4 ਨੰਬਰ ਉੱਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ। 10 ਅੰਕ
5. ਪੈਰ੍ਹਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉੱਤੇ ਪੈਰ੍ਹਾ ਲਿਖਣ ਲਈ 05 ਅੰਕ
ਕਿਹਾ ਜਾਵੇ ।
6. ਪੈਰ੍ਹਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ 05 ਅੰਕ
7. ਨੰਬਰ 7 ਵਿਚ ਅੱਠ ਅਖਾਣ ਅਤੇ ਅੱਠ ਮੁਹਾਵਰੇ ਪੁੱਛੇ ਜਾਣਗੇ, ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ
ਵਿਦਿਆਰਥੀ ਨੇ ਪੰਜ-ਪੰਜ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪੱਸ਼ਟ ਕਰਨੇ ਹੋਣਗੇ।

5+ 5=10 ਅੰਕ

BVC-201: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Punjabi Compulsory)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ - ਕ੍ਰਮ

- | | | |
|----|--|--------|
| 1. | ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ
ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਸ਼ਬਦ
ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ | 20 ਅੰਕ |
| 2. | ਭਾਸ਼ਾ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ
ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ | 15 ਅੰਕ |
| 3. | ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ
ਸਾਧਾਰਨ ਵਾਕ: ਕਿਸਮਾਂ
ਸੰਯੁਕਤ ਵਾਕ: ਕਿਸਮਾਂ
ਮਿਸ਼ਰਤ ਵਾਕ: ਕਿਸਮਾਂ
ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਵਿਭਿੰਨ ਸਮਾਜਿਕ ਪ੍ਰਸੰਗ | 15 ਅੰਕ |

ਯੂਨਿਟ ਅਤੇ ਥੀਮ

1. **ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ:** ਸੰਯੁਕਤ ਸ਼ਬਦ; ਸਮਾਸੀ ਸ਼ਬਦ (ਜਿਵੇਂ ਲੋਕ ਸਭਾ); ਦੋਹਰੇ ਸ਼ਬਦ / ਦੁਹਰਰੁਕਤੀ (ਜਿਵੇਂ ਪੂੜ ਧਾੜ / ਭਰ ਭਰ), ਮਿਸ਼ਰਤ ਸ਼ਬਦਾਂ ਦੀ ਬਣਤਰ/ਸਿਰਜਨਾ; ਅਗੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਉਪ ਭਾਸ਼ਾ), ਪਿਛੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਰੰਗਲਾ), ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ: ਪੜਨਾਵੀਂ ਰੂਪ, ਕਿਰਿਆ/ਸਹਾਇਕ ਕਿਰਿਆ ਦੇ ਰੂਪ; ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ: ਰੁੱਤਾਂ, ਮਹੀਨਿਆਂ, ਮੌਸਮਾਂ, ਗਿਣਤੀ ਨਾਲ ਸੰਬੰਧਿਤ ।
2.
 - I. ਭਾਸ਼ਾ ਅਤੇ ਮਾਤ ਭਾਸ਼ਾ ਦੇ ਮਹੱਤਵ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ
 - II. ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ
3. **ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ:** ਕਰਤਾ ਕਰਮ ਕਿਰਿਆ; ਸਾਧਾਰਨ ਵਾਕ, ਬਿਆਨੀਆ, ਪ੍ਰਸ਼ਨਵਾਚਕ, ਆਗਿਆਵਾਚਕ, ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕਾਂ ਦੀਆਂ ਕਿਸਮਾਂ; ਸੁਤੰਤਰ ਅਤੇ ਅਧੀਨ ਉਪਵਾਕ; ਸਮਾਨ (ਤੇ/ਅਤੇ) ਅਤੇ ਅਧੀਨ (ਜੋ/ਕਿ) ਯੋਜਕਾਂ ਦੀ ਵਰਤੋਂ; ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ: ਵਿਭਿੰਨ ਸਮਾਜਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ; ਘਰ ਵਿਚ, ਬਾਜ਼ਾਰ ਵਿਚ, ਮੇਲੇ ਵਿਚ, ਸ਼ੋਪਿੰਗ ਮਾਲ/ਸਿਨੇਮੇ ਵਿਚ, ਵਿਆਹ ਵਿਚ, ਧਾਰਮਿਕ ਸਥਾਨਾਂ ਵਿਚ, ਦੋਸਤਾਂ ਨਾਲ ਆਦਿ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪਹਿਲੇ ਯੂਨਿਟ ਵਿੱਚੋਂ ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਸਬੰਧਿਤ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ (ਆਬਜੈਕਟਿਵ) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। **20 ਅੰਕ**
2. ਦੂਸਰੇ ਯੂਨਿਟ ਵਿੱਚ ਭਾਸ਼ਾ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਮੁਢਲੀ ਜਾਣ ਪਛਾਣ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇੱਕ-ਇੱਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। **15 ਅੰਕ**
3. ਤੀਜੇ ਯੂਨਿਟ ਵਿੱਚ ਪੰਜਾਬੀ ਵਾਕ-ਬਣਤਰ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਦੋ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਿਹਾਰਕ ਵਰਤੋਂ ਨਾਲ ਸਬੰਧਿਤ 5 ਅੰਕਾਂ ਦਾ ਇਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ, ਜਿਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਸਮਾਜਿਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ ਵਿਚ ਵਰਤੇ ਜਾਂਦੇ ਪੰਜ ਵਾਕ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। **15 ਅੰਕ**
ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਭਾਸ਼ਾ ਸਰਲ ਅਤੇ ਸਪਸ਼ਟ ਰੱਖੀ ਜਾਵੇ।

BVC-202: COMMUNICATION SKILLS IN ENGLISH**Time: 3 Hrs****Max. Marks: 50**
Theory Marks: 35
Practical Marks: 15**Course Contents:**

- 1. Listening Skills:** Barriers to listening; effective listening skills; feedback skills.
Attending telephone calls; note taking.

Activities:

- a) Listening exercises – Listening to conversation, News and TV reports
- b) Taking notes on a speech/lecture

- 2. Speaking and Conversational Skills:** Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics.

The study of sounds of English, stress

Situation based Conversation in English

Essentials of Spoken English

Activities:

- a) Making conversation and taking turns
- b) Oral description or explanation of a common object, situation or concept
- c) Giving interviews

Suggested Pattern of Question Paper:

The question paper will consist of seven questions related to speaking and listening Skills.

Each question will carry 5 marks. The nature of the questions will be as given below:-

Two questions requiring students to give descriptive answers.

Three questions in the form of practical exercises requiring students to give an appropriate response to a question, a proposal, a proposition, an invitation etc. For example, the paper setter may give a proposition and ask the students to agree or disagree with it or introduce a character giving invitations and ask the students to accept or refuse it etc.

Two questions requiring students to transcribe simple words in IPA symbols, marking stress.

PRACTICAL / ORAL TESTING**Marks: 15****Course Contents:**

1. Oral Presentation with/without audio visual aids.
2. Group Discussion.
3. Listening to any recorded or live material and asking oral questions for listening comprehension.

Questions:

1. Oral Presentation will be of 5 to 10 minutes duration. (Topic can be given in advance or it can be of student's own choice). Use of audio visual aids is desirable.
2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

Note: Oral test will be conducted by external examiner with the help of internal examiner.

BVC-203: VISUAL MERCHANDISING AND PRODUCT DISPLAY**Time: 3 Hrs****Max Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part A

Introduction to Visual Merchandising (VM): Introduction, Objectives, Elements- Atmospheric, lighting, color scheme, fixtures etc., Role and Importance of Visual Merchandising, Functions, principles and techniques, Challenges in Visual Merchandising, Ways to overcome the visual merchandising challenges. Visual Merchandising at Different Stores, Apparel store, Furniture store, Gift store, super market etc. Identification of potential places for Visual Merchandising, Role of Visual Merchandiser.

Part B

Store Design and Display: Concept of Store Design and Product Display, Purpose, content, style and importance of displays, Guidelines for store displays, Elements of store design, Window displays, Merchandise Presentation Strategies, Physical materials used to support the display, Understanding of some useful display fixtures, shelves, gondolas, round racks etc. Maintain stock records to account for merchandise on display.

Prepare display areas and goods in retail store, Set up and dismantle displays safely, Label displays of stock, setting up displays as per the health, safety and environmental standards and meeting legal or statutory requirements. Interpret design briefs for retail displays, Role of displays in marketing, promotional sales campaigns and activities. Positioning merchandise, graphics & signs according to guidelines & in ways that attract the attention of customers & give customers information they need. Evaluating the visual effect of displays.

Practical Training and Teaching Solutions

- Interactive Lectures- Basic Interaction among students.
- Interactive sessions on the importance of visual merchandising
- Lectures on importance of Visual Merchandising and Window displays.
- Knowledge about different equipments and materials used for displays.
- Demonstrate an understanding of the principles and elements of design through the creation of visual displays and exhibits.
- Create props, signage for use in displays and exhibits.
- Identify the types of Store Exteriors and Interior Display Components.
- Visit to a retail store or departmental store for identification of various types of merchandising planning and assessing their merchandise presentation techniques.
- Visit to a retail store to study the store layout, design and displays.
- Discussion on safety requirements while changing displays.
- Visit to a retail store and observe work related injuries while moving goods.
- Preparation of assignment on the techniques of visual merchandising and displays.

Suggested Readings:

1. Levy, Michael and Barton A. Weitz (2003), Retail Management , Tata McGraw Hill, 5th Edition.
2. Sinha, P. K. and Uniyal, D. P. (2007), Managing Retailing, Oxford, 1st Edition.
3. Pradhan, Swapna (2007), Retail Management – Text and Cases , Tata McGraw Hill, 2nd Edition.
4. Gilbert, David (1999) Retail Marketing Management , Prentice Hall, 1st Edition.
5. Berman, Barry and Joel R. Evans (2006),Retail Management – A Strategic Approach, Pearson Education, 9 th Edition.

BVC-204: RETAIL SHOPPER BEHAVIOUR**Time: 3 Hrs****Max Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part - A

Shopper Behavior: Introduction, Concepts & Techniques for Understanding the retail dynamics of customer buying behaviour process. Model of retail consumer behaviour, personal, social and cultural influences on the customer and understanding customer needs and motives.

Part- B

Stages in retail buying decision process such as information search, alternative evaluation, brand choice, post purchase dissonance, brand loyalty and motivation. Relevant theories of personality, perception and motivation, customer buying roles.

Market research – A tool for understanding retail markets consumers, research prior to setting up a retail store & research after setting up a Retail Store.

Practical and Training Solutions

- Interactive Lecture:- Organizations Policies, Standards and Procedures of retail organization
- Interactive Lecture: Discuss the importance of customer, merchandise and sales people.
- Group Discussion: GD on driving forces in Indian retailing

Activity:

- Visit to various retail stores for observation of various customers at different segments.

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-II)

- Visit to retail stores, organizations and observe the types of all Retail outlets and write a small report on it.
- Visit to the retail store and observe how to grasp the customer attention for sale of goods.
- Visit to the retail store Identify mistakes while approaching the customers

Suggested Readings

1. Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, *Oxford University Press, New Delhi*
2. Dunne, RETAIL MANAGEMENT, *Cengage Learning Pvt. Ltd, New Delhi*
3. P.Robins, *Organizational Behaviour – 11th Edition*
4. Swapna Pradhan, *Retailing Management, Tata Mc Graw Hill.*

BVC-205: TEAM MANAGEMENT IN RETAILING**Time: 3Hrs****Max Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part A

Team Management: Meaning and Importance in Retail Organization. Retail Manager: Duties and Functions; Role of Retail store manager in building retail team; Qualities of retail manager in team management. Formulating an effective team management programme. Planning and organizing learning of manager and team members. Supporting the work team, maintaining personal presentation,

Part B

Retail manager interaction and cooperation with team members. Developing effective leadership and motivational programmes for team members, Building Employee Commitment; Technology and Relationships in Retailing; Ethical Performance and Relationships in Retailing, Performance evaluation and appraisal of team members.

Suggested Readings

1. Levy, Michael, Barton A. Weitz and Ajay Pandit (2008), Retailing Management, Tata McGraw Hill, 6th Edition.
2. Pradhan, Swapna (2007), Retail Management – Text and Cases, Tata McGraw Hill, 2nd Edition.
3. Cox, Roger and Paul Brittain (2004), Retailing – An Introduction, Pearson Education, 5th Edition.
4. Gilbert, David (2009), Retail Marketing Management, Pearson Education, 2nd Edition.

BVC-206: CUSTOMER SERVICES AND STRATEGY

Time: 3 Hrs

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-A

Focus on Customers: Understanding the Customers and its needs, Understanding Customer Service, Benefits of Exceptional Customer Service, Customer Delight, First Impressions, Perception vs. Reality, Customer service concepts, Customer service as a strategic tool, creating unique customer experience at the retail store, customer loyalty as a consequence.

Delivering quality services: Services based components of quality, perceived quality, gaps in quality, Bench marking, TQM and customer satisfaction measurement techniques, Strategies for improvement of service quality service guarantee.

Building Customer Relationship: Why do People do Business with you, Human Needs, Building Relationships through Valuing the Customer, Role of customer services in retail, Building Rapport, Problem Solving, Customer Interaction Cycle. Communicating information to customer

Part-B

Customer Service strategy: Introduction, Features, elements, Steps in identifying a service strategy, Service strategy processes, Framework, Organizing for service strategy, Technology considerations, Implementing service strategy

CRM Strategy: CRM strategy development process, customer strategy, The CRM value creation process – customer profitability, customer acquisition and retention. Cross selling Customer segment life time value. Service orientation of a retailer's business strategy: Dimensions, antecedents and performance outcomes.

Suggested Readings:

1. Peelen E, D., Customer relationship management, Pearson Education 2010.
2. Paul Greenberg 4th edition, CRM at the Speed of Light, Tata McGraw Hill
3. Leonard L. Berry, On Great Service: A framework for action, The Free Press

33

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-II)

BVC-207: SEMINAR

Max. Marks: 50

BVC-301: COMMUNICATION AMONG STAKEHOLDERS

Time: 3 Hrs

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-A

Stakeholder meaning team member, ever changing situations, challenges to effective communication, methods of effective communication

Project stakeholder analysis: overview of stake holder analysis process, strength and limitation of project stakeholder analysis, key attributes of stakeholder power, interest, concern, attitude, behaviour

Listening skills: advantages of good listening, types of listening intensive v/s extensive, process, barriers to effective listening, step to active listening

Speaking skills: telephonic skills (preparing to make telephonic calls, talking and leaving message, ending a call) situational dialogues

Part-B

Business Correspondence: meaning of business correspondence, purpose and uses of business correspondence, common business terms with usage

Interpersonal communication skills: importance of listening customer, needs and grievances, personal skills, communication in different situation, dealing with aggression

communication between stakeholder as a key management engagement form on project, forms of communication speaking, reading, writing

Effective communication: 7'C's of Communication, preparing a presentation, writing and managing, working with visual aids, managing the events, self presentation

Suggested Readings:

1. Alessandra, T & Hunsaker, P. (1993). *Communication at Work*. Fireside, Simon& Schuster, New York, NY.
2. Brennan, J. (1 974). *The Conscious Coin the workplace*. Addison-Wesley Publishing Co. Reading, MA communicator; making communication work.
3. Charles, K. (1998). *Peak Performance the art of Communication*. [Electronic version) Black Enterprise. August 1998.

BVC-302: BASIC ACCOUNTING APPLICATIONS IN RETAIL

Time: 3Hrs

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part -A

Fundamentals of accounting: - objectives, characteristics and types of accounting, Role of Accountant, Users of Accounting Information, Accounting Principles, Advantages and Limitations of Accounting, Double entry System, book keeping preparation of journal and ledger, Subsidiary books procedure to prepared different types of cash books. Bank Reconciliation Statements.

Part-B

Final Accounts With adjustments related to retail.

Managing cash in retail: - various types of billing heads, basic accounting terminologies related with billing and accounting procedures: service tax, sales tax, vat, and other duties. Various Modes of Payment. Understanding uses of various equipments used in payment process.

Suggested Readings:

1. Gupta Ambrish, "Financial Accounting for Management: An Analytical Perspective", Pearson Education, New Delhi.
2. Khatri Dhanesh, "Financial Accounting" Tata McGraw Hill, New delhi.
3. Horngren, Charles T., (Sundem, Gart 1, Elliot, John, "Introductin t Financial Accounting" Prntice Hall, New Delhi.

BVC-303: ORGANIZATIONAL BEHAVIOUR

Time: 3 Hrs

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART-A

Introduction of Organizational Behaviors: Definition, need and importance of organizational behavior, Nature and scope, Frame work, Organizational behavior models.

Individual behavior: Nature of personality, Theories of personality: Type theory, Trait theory, Psychoanalytic theory, Social learning theory, Maslow's self actualization theory, types, Factors influencing personality
Learning , Types of learners , The learning process , Learning theories ,

Attitudes: Sources and types, Cognitive dissonance theory

Values: The Importance of Values, Terminal versus Instrumental Values, Generational Values.

Perceptions: Meaning, Importance, Factors influencing perception, Interpersonal perception, Impression Management.

Motivation– importance, Types, Theories: Hierarchy of Needs Theory 203 • Theory X and Theory Y, Two-Factor Theory, McClelland's Theory of Needs, Effects on work behavior.

PART-B

Organization structure: Formation, Groups in organizations, Influence, Group dynamics, Emergence of informal leaders and working norms, Group decision making techniques, Team **building** - Interpersonal relations – Communication – Control.

Leadership: Meaning, Importance, Leadership styles, Theories: Trait Theories and Behavioral Theories, Leaders Vs Managers

Organizational culture and climate: Importance, Factors affecting organizational climate

Job satisfaction: Determinants, Measurements, Influence on behavior.

Stress Management: Concept, Causes, Consequences and Coping with Stress.

Suggested Readings:

1. Aswathappa, K. Organizational Behavior, HPH, Mumbai, 1997.
2. Chandan, J.S., Organizational Behavior, Vikas Publishing House, Pvt. Ltd.1994.
3. Davis, Keith and Newstrom, J.W., Human Behavior at Work, McGraw Hill, 1985.
4. Griffin, R.W. and Moorhead, G., Organizational Behavior, Houghton Mifflin Co.1999.
5. Luthans, Fred, Organizational Behavior, McGraw Hill, 1998.
6. Robbins, Stephan, P., Organizational Behavior, Prentice Hall of India Ltd., N. Delhi, 1997.
7. Wagner, J.A. III and Hollenbeck, J.A., Management of Organizational Behavior, Prentice Hall Inc. Englewood Cliffs NJ 1992.
8. Nelson, D.L. and James Quick, Organizational Behavior, South-West College Publishing, USA 2000.

BVC-304: COMPUTER APPLICATIONS IN RETAIL - I

Time: 3 Hrs

Max. Marks: 50
Theory Marks: 40
Practical Marks:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part–I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part–II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

PART A

Introduction: Definition of computer, characteristics, application of computers, role of computers in retail, input/ output devices(keyboard, mouse, trackball, light pen, cards, printers, plotters, scanner), secondary storage devices(floppy disk, compact disk (CD), hard disk, digital versatile disk (DVD), pen drive, software and its types (system software and application software, translators (compiler, interpreter, assembler).

PART B

.Introduction to MS Office:

MS–Word:

Parts of window of word (title bar, menu bar, status bar, ruler), creation of new documents, opening document, inserting a document into another document, page setup, margins, gutters, font properties, alignment, page breaks, header footer, deleting moving replacing editing text in document, saving a document, spell checker, printing a document, creating a table, entering and editing text in tables, changing format of table, height width of row or column, editing, deleting rows, columns in table, borders, shading, templates, wizards, drawing objects, mail merge.

MS–Excel:

Introduction to Worksheet/Spreads, features of excel, describe the excel window, different functions on different data in excel, creation of graphs, editing it and formatting, changing chart type to 2d chart or 3d chart, creation of worksheet, adding, deleting, moving the text in worksheet, linking different sheets, sorting the data, querying the data, filtering the data (auto and advance filters), what–if analysis, printing a worksheet.

Recommended Books:

1. PC Computing by R.K Taxali.
2. PC Sopotware by Rachpal Singh & Gurinder Singh

BVC-305: RETAIL SERVICES AND OPPORTUNITIES**Time: 3Hrs****Max Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part –I

Introduction to retail services: Introduction, Meaning, and Scope of Retail services, Role of retail services, Characteristics and factors affecting retail services, Recent trend in retail services.

Retail customer services: Introduction, Meaning of customer services, Classification and limitation of customer services.

Retail selling skills: Methods of selling, Salesmanship (Duties of sales personnel), Qualities of good sales person for handling queries.

Customer relationship management: CRM Process, Duties and responsibilities of customers services associates, Customer retention strategies.

PART-II

Customer handling: Introduction, to identify Customer Handling Steps, Learning to Deal with Customer Problems

Customer relationship Management: Introduction, Understanding the meaning and benefits of customer's relationships management, Understanding various customer retention techniques

Retail Information system: Introduction, understanding it applications in retail: data mining & warehousing.

Building a strong Brand: Brand building blocks, Brand services, Brand performance, Brand Performance.

Emerging Opportunities in Retail sector with special reference to India.

Suggestions:

1. Richard, H. Buskirk and Bruce, D Buskirk, "Selling: Principles and Practices", 14th Ed. McGraw Hill, Inc
2. Dasgupta, "Sales Management in The Indian Perspective", Prentice Hall of India, New Delhi
3. Retail in Detail by MC GRaw-Hill
4. Retail success by Willoughly.
5. Retail Management- a strategic Approach by Prentice Hall

BVC-306: HEALTH & SAFETY MANAGEMENT ISSUES IN RETAIL

Time: 3 Hrs

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part A

Introduction to Health and safety management System, safe work procedure, Lifting and Handling Techniques

Types of Health Issues in Retail, Types of Health Insurance Plans and its Benefits.

Health Programmes in Retail stores. Legal Requirements for Health Management Issues in Retail, Company Policies regarding Health Management Issues.

Types of hazards and risks in various retail sectors; Departmental Store, Supermarket, Specialty Store, Fresh Food Store.

Safety Risk Management; Introduction, Definitions, Risk Assessment Prevention measures to reduce risks.

Guidelines for forming a health and safety committee

Part B

Safety Inspection process, Checklist and report

Hazard identification and risk control procedure

Company procedures, legal requirements and methods to deal with emergencies and accidents,

Procedure for evacuation including alarm raise, exits and assembly points

Emergency response techniques

Investigation procedure and report

Guidelines for forming a health and safety committee

Suggested Readings:

1. Essentials of Storekeeping and Purchasing, M.M. Verma, SultanChand & Sons, New Delhi.
2. Materials Handling, Immer, J.R., Mc-Graw-Hills Book Co., New York.
5. Materials and Purchasing Management, Chunawala & Patel, Himalaya Publishing H
3. Safety Matters-A guide to Health and Safety at work, Adrian Flynn A nd John Shaw
4. Dynamics Risk Assessment -The Practical Guide to Making Risk-Based Decisions with the 3-Level Risk Management Model By Stephen Asbury, Edmund Jacobs
5. Health and Safety, Environment and Quality Audits By Stephen Asbury

45

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-III)

BVC-307: SUMMER TRAINING PROJECT

Max. Marks: 50

ESL–221: ENVIRONMENTAL STUDIES–I (COMPULSORY)**Time: 3 Hrs.****Max. Marks: 50****Theory Lectures: 1½ Hours/ Week**

Section–A: (15 Marks): It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

Section–B: (20 Marks): It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.

Section–C: (15 Marks): It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

1. The Multidisciplinary Nature of Environmental Studies:

- Definition, scope & its importance.
- Need for public awareness.

2. Natural Resources:

- Natural resources and associated problems:
 - a) Forest Resources:** Use of over exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
 - b) Water Resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
 - c) Mineral Resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
 - d) Food Resources:** World food problems, change caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problem, salinity, case studies.
 - e) Energy Resources:** Growing of energy needs, renewable and non-renewable energy resources, use of alternate energy sources, case studies.
 - f) Land Resources:** Land as a resource, land degradation, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

3. Ecosystem:

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystems:
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

4. Social Issues and Environment:

- From unsustainable to sustainable development.

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-III)

- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environmental Protection Act:
 - Air (prevention and Control of Pollution) Act.
 - Water (prevention and Control of Pollution) Act.
 - Wildlife Protection Act.
 - Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness.

5. National Service Scheme

- **Introduction and Basic Concepts of NSS:** History, philosophy, aims & objectives of NSS; Emblem, flag, motto, song, badge etc.; Organizational structure, roles and responsibilities of various NSS functionaries.
- **Health, Hygiene & Sanitation:** Definition, needs and scope of health education; Food and Nutrition; Safe drinking water, water borne diseases and sanitation (Swachh Bharat Abhiyan); National Health Programme; Reproductive health.

References/Books:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Down to Earth, Centre for Science and Environment, New Delhi.
4. Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.
5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
6. Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
8. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
9. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar
10. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

BVC-401: COMPUTER APPLICATIONS IN RETAIL - II

Time: 3 Hrs

Max. Marks: 50
Theory Marks: 40
Practical:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

SECTION-A

Role of IT in Business, Influencing Parameters for use of IT in Retailing, IT Options Available to Retail, IT Application for Retail, Advantage of IT Application to Retail.

Issues Concerning the Use of Internet and Related Technology to Improve Retail Business.

SECTION-B

Emphasize Analysis of Consumer and Product/Service Types on Online Retailing, Effective Management of Online catalogues, Direct Retailing Methods that Involves Technology such as Interactive TV and Mobile Commerce. Electronic Data Interchange, Database Management, Data warehousing, Critical Analysis of E-Retailing Strategies, How Firms are using the Internet to expand their Markets, Customer Relationship Management and increase their sales.

Suggested Readings:

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

BVC-402: BUSINESS ETHICS**Time: 3Hrs****Max Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART –A

Ethics: Meaning, Definition , Importance, nature. Arguments in favour and against business ethics.

Corporate Governance. Origin and Development of Corporate governance, Theories underlying Corporate Governance : Stake holder's theory and Stewardship theory, Agency theory, Separation of ownership and control, corporate Governance Mechanism: Anglo American Model, German Model, Japanese Model, Indian Model, OECD.

CSR: Concept, Importance, Social responsibility of business towards different stakeholders. Arguments for and against CSR. CSR in India.

PART – B

Managing Ethics In The Workplace: a)Managing ethics programs in workplace b) Developing code of ethics c) Developing Code of conduct d)Ethics Training

Ethical theories : Ethical Dilemmas, Sources and Their Resolutions. Individual Factors: Moral Philosophies, Organizational Factors: The Role of Ethical Culture and Relationships.

Relationship between Ethics and corporate excellence.

Suggested readings:

1. Ghosh, B.N., "Business ethics and corporate governance", 1st edition (2011), Rex Book Store, Manila, Philippines.
2. Bhatt, K. and Sumitha, A., "Business Ethics And Corporate Social Responsibility", 2nd Edition (2011), Himalaya Publication.
3. Murthy, "Business Ethics and Corporate Governance", 2009, Himalayan Publication.
4. V. Balachandran and V. Chandrasekaran, "Corporate Governance and Social Responsibility", 2009, PHI Learning Private Limited, New Delhi.

BVC-403: STORE TEAM MANAGEMENT**Time: 3Hrs****Max Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part A

Store Team- Concept, need, role and importance of teams and teamwork, role of HRM in retail sector, Setting personal work objectives of team members, Encourage and recognize innovation and creativity within the team.

Team recruitment, selection, orientation, training and development. Provide opportunities for team members to get to know each other's strengths and weaknesses and build mutual respect and trust, team dynamics.

Part B

Performance Appraisal- Concept and methods, monitoring team efforts and improving their performance, Motivation and leadership - Motivating team to present their ideas, check the progress and quality of work, Fair allocation of work among team members,

Values, ethics, beliefs, cultural conventions, perceptions and expectations of team members, encouraging team members, feedback, planning the work and tasks of team members, Interaction with team members, Cooperation and support. Effective communication with team members

Practical Training and Teaching Solutions

- Summarize why teams are necessary.
- Describe what it means to really listen.
- Develop and implement common values, goals, and vision
- Describe techniques to motivate people.
- Describe best methods for delegating work.
- Recognize problem creators.
- Summarize team dynamics.
- Demonstrate transforming groups into teams.
- Describe basic conflict/crisis control and resolution solutions.

Suggested Readings:

1. Levy, Michael and Barton A. Weitz (2003), Retail Management , Tata McGraw Hill, 5th Edition.
2. Sinha, P. K. and Uniyal, D. P. (2007), Managing Retailing, Oxford, 1st Edition.
3. Pradhan, Swapna (2007), Retail Management – Text and Cases , Tata McGraw Hill, 2nd Edition.
4. Gilbert, David (1999) Retail Marketing Management , Prentice Hall, 1st Edition.
5. Berman, Barry and Joel R. Evans (2006),Retail Management – A Strategic Approach, Pearson Education, 9 th Edition.

BVC-404: BUSINESS LAWS**Time: 3Hrs****Max Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part - A

Law of Contract (1872): Nature of contract, Classification, Offer and acceptance, Capacity of Parties to contract, Free consent; Consideration, Legality of object, Agreement declared void, Performance of contract; Discharge of contract.

Sales of Goods Act (1930): Formation of contracts of sale; Goods and their classification, Price; conditions and warranties, Transfer of property in goods; Performance of the contract of Sales.

Part -B

Negotiable Instruments Act (1881): Definition of negotiable instruments, Features; Promissory note, bill of exchange, Cheque; Holder and holder in the due course; Crossing of a Cheque, types of crossing. Negotiation, Dishonour and discharge of negotiable instrument.

The Consumer Protection Act (1886): Definition of consumer, Features, Grievance redressal Machinery.

Suggested Readings:

1. Singh, Avtar, (2000) "The Principles of Mercantile Law", 7th Ed. Eastern Book, Company, Lucknow.
2. Kapoor, N.D. (2004), "Business Law", 3rd Ed. Sultan Chand & Sons, New Delhi.
3. Tulsian, P.C. (2006), "Business Law", 2nd Ed. Tata McGraw Hill, New Delhi.
4. Usa Tbp Usa, (2011), "Indian Business Law", 5th Ed. International Business Publications, USA.

BVC-405: MARKETING PLANNING**Time: 3Hrs****Max Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part A

Marketing: Concepts, Philosophies and Importance, Scope of Marketing, The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, and The Holistic Marketing Concept, Relationship Marketing

Marketing Research Process

Concept of Marketing Mix: Importance of 7 P's, Product decision– Definition, product mix, features of products, Classification, Product Life Cycle and its Applications, Packaging and Branding Strategy.

Pricing Decision: Price mix, significance of price mix, pricing features, Objectives, Factors Influencing Price Decisions, Pricing Methods in retailing.

Part B

Promotion decision: Promotion Mix, Objectives of promotion mix, factors or elements of promotion mix like advertising, sales promotion, personnel selling etc., Promotion Methods.

Place mix: meaning and importance of place mix, process of place mix, various objectives and features of place mix, modes of retail transportation, factors affecting modes of transportation, objectives of retail transport.

Distribution Channels: Various Types, Factors Affecting Channel Selection, Retailing, Whole Selling.

Process, people and physical evidence: Meaning and features of Process, people and physical evidence

Marketing of Services.

Emerging Applications: E – Commerce, Database Marketing, Mobile Marketing, Social Marketing and Relationship Marketing

Recommended Readings:

1. Philip Kotler, Kevin Keller, Abraham Koshey and MithileshwarJha. Marketing Management: South Asian Perspective, 13th Edition.Pearson Education New Delhi, 2007.
2. Ramaswamy, V.S. and Namakumari, S. Marketing Management: Planning, Control, New Delhi, MacMillian, 2002.

BVC-406: CUSTOMER RELATIONSHIP MANAGEMENT**Time: 3Hrs****Max Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part- A

Introduction: meaning and scope , attracting and retaining customer, building loyalty, developing loyalty program, customer life cycle

Relationship management: overview and concept, relationship marketing, customer relationship management strategy, importance of customer divisibility in customer relationship management

Customer satisfaction and loyalty: building customer value, satisfaction and loyalty, total customer satisfaction, cultivating customer relations, rural customer relations

Contact management: overview of contact management, concepts, core beliefs, customer relationship management in India.

Part- B

Value chain: concept of value chain, integration of business management, culture changes, vendor selection.

Managing relationship: managing relationship in services and industrial market, relationship marketing and distribution channels, relationship exchange in international market.

Consumer goods: customer relationship management in fast moving consumer goods (FMCG).

Suggested Readings:

1. Sunder K Shyama & Dr. Ramji (2000), "Coming Closer to the Customer", Indian Management, December. p.p. 49-51.
2. Pahuja Anurag & Verma Rajesh (2008), "Customer Relationship Management Need of the Hour", Marketing Mastermind, January. p.p. 26-29.
3. Jackson, B. B. (1985) Customer Relationships. Lexington, MA: D.C. Heath. Kalwani, M. & Narayandas, N. (1995, January).

58

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-IV)

BVC-407: SEMINAR

Max. Marks: 50

ESL-222: ENVIRONMENTAL STUDIES-II (COMPULSORY)

Time: 3 Hrs.

Max. Marks: 50

Theory Lectures: 1½ Hours/ Week

Section-A: (15 Marks): It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

Section-B: (20 Marks): It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.

Section-C: (15 Marks): It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

1. Biodiversity and its Conservation:

- Definition: Genetic, species and ecosystem diversity.
- Biogeographical classification of India.
- Value of Biodiversity: Consumptive use; productive use, social, ethical, aesthetic and option values.
- Biodiversity of global, National and local levels.
- India as mega-diversity nation.
- Hot-spots of biodiversity.
- Threats to Biodiversity: Habitat loss, poaching of wild life, man wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of Biodiversity: In situ and Ex-situ conservation of biodiversity.

2. Environmental Pollution:

- Definition, causes, effects and control measures of:
 - a) Air Pollution
 - b) Water Pollution
 - c) Soil Pollution
 - d) Marine Pollution
 - e) Noise Pollution
 - f) Thermal Pollution
 - g) Nuclear Hazards
 - h) Electronic Waste
- Solid Waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster Management: Floods, Earthquake, Cyclone and Landslides.

3. Human Population and the Environment

- Population growth, variation among nations.
- Population explosion-Family welfare programme.
- Environment and human health.
- Human rights.

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-IV)

- Value education.
- HIV/AIDS.
- Women and child welfare.
- Role of information technology in environment and human health.
- Case studies.
- Road Safety Rules & Regulations: Use of Safety Devices while Driving, Do's and Don'ts while Driving, Role of Citizens or Public Participation, Responsibilities of Public under Motor Vehicle Act, 1988, General Traffic Signs.
- Accident & First Aid: First Aid to Road Accident Victims, Calling Patrolling Police & Ambulance.

4. National Service Scheme

- **Entrepreneurship Development:** Definition & Meaning; Qualities of good entrepreneur; Steps/ ways in opening an enterprise; Role of financial and support service Institutions.
- **Civil/Self Defense:** Civil defense services, aims and objectives of civil defense; Needs for self defense training.

5. Field Visits:

- Visit to a local area to document environmental assets–river/forest/grassland/hill/mountain.
- Visit to a local polluted site–Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds.
- Study of simple ecosystems–pond, river, hill slopes etc.
- Contribution of the student to NSS/any other social cause for service of society.

Note: In this section the students will be required to visit and write on the environment of an area/ecosystem/village industry/disaster/mine/dam/agriculture field/ waste management/ hospital etc. with its salient features, limitations, their implications and suggestion for improvement.

References/Books:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Down to Earth, Centre for Science and Environment, New Delhi.
4. Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.
5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
6. Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
8. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
9. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar
10. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-V)

BVC-501: HUMAN RESOURCE MANAGEMENT IN RETAIL

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 6 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART -I

Human Resource Management: Introduction, development of HRM concept, HRD & HRM, Role of HR Manager, structure of HRM dept. Duties & Responsibilities of HR Manager. Human Resource Planning (HRP): Definition, Objectives, Need, Importance and the Process Job Description, Job Evaluation, Job Enlargement, Job Enrichment, Job rotation. Manpower Planning: Objectives, Need, Importance, Short & Long term Manpower Planning, Career & succession planning. Recruitment & Selection: Sources of recruitment, procedure, basis of selection, interviews, tests, induction.

PART -II

Compensation: Elements of Compensation, Base Compensation, factors Affecting Compensation, Fringe Benefits, Time Wage and Piece Wage Systems. Training & Development: Training Need, system approach to training, Education, Training & Development, Methods of training and development. Performance Appraisal: Need, objectives, Ethics & Concept of Performance management, methods of Performance Appraisal, Errors of Appraisal. Promotion, Transfer. Tools to improve managerial effectiveness: Kaizen, Quality circles, Time management, SWOT Analysis, Worker's Participation in Management: Concept and Evolution.

References

1. Human Resource Management and Personnel Management- K. Aswathappa
2. Personnel Management – C. B. Mamoria
3. Human Resource Management – Gary Dessler
4. Personnel - The Management of Human Resources- Stephen S. Robbins.

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-V)

BVC-502: ECONOMICS FOR EXECUTIVES

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 6 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART -I

Objectives of business firms: Profit Maximisation, Social responsibilities. Demand analysis: Law of Demand, Elasticity of demand.

Production function: Factors of production, Laws of diminishing returns and Law of variable proportions, Economies of Scale.

Cost and Revenue Curves, Break - even- point analysis.

PART -II

Market structure and prices: Pricing under perfect Competition, Pricing under Monopoly, price discrimination, Pricing under Monopolistic competition and Oligopoly.

Wages: Marginal productivity theory, Interest: Keynes Liquidity preference theory, Theories of Profit: Dynamic theory of Profit, Risk Theory, Uncertainty theory.

Reference:

1. Sankaran - Business Economics
2. Markar Et al - Business Economics
3. Sundaram K.P & Sundaram E - Business Economics

BVC-503: COST ACCOUNTING AND MANAGEMENT ACCOUNTING

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 6 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART 1

Cost Accounting: Introduction – Meaning of Cost, costing and Cost Accounting – comparison between Financial Accounts and Cost Accounts – Application of Cost Accounting – Designing and installing a Cost Accounting system – Cost concepts and Classification of Costs – Cost unit – Cost Center – Elements of Cost – Preparation of cost sheet. Reconciliation of Cost and Financial Accounts - Need for reconciliation – Reasons for difference in profits.

Material Costing : Classification of materials – Material Control – Purchasing procedure – store keeping – techniques of Inventory control – Setting of stock levels – EOQ – Methods of pricing materials issues – LIFO – FIFO – Weighted Average Method – Simple Average Method – Problems.

PART II

Origin, Concept, nature and scope of Management Accounting. Distinction between management accounting and cost Accounting Nature, Importance and Limitations of financial statements. Tools of Financial Analysis; Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios). Trend Analysis common size financial statements and comparative financial statements. Reporting to Management; Importance Needs, Types, Requirements of good report preparation of a report including prewriting and form of final draft.

References

1. Srivastava, R.M.: Essentials of Business finance
2. Upadhyay, K.M.: Financial Management.
3. Khan, M.Y. and Jain, P.K.: Management Accounting
4. Ravi M. Kishore: Management Accounting
5. Sashi Gupta and R.K. Sharma: Management Accounting

BVC-504: ENTREPRENEURSHIP AND SMALL SCALE BUSINESS

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 6 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part I

Concept of Entrepreneurship: Entrepreneur: Definition, nature, and characteristics of entrepreneurship. Emergence of entrepreneurial class including women entrepreneurs. The concept of joint stock company, public company, private company, government company, partnership company, Hindu undivided family. Characteristics of Entrepreneur Leadership risk taking, decision making and business planning. Innovation and entrepreneurship, entrepreneurial behavior and motivation. Entrepreneurial Development Programmes - Their relevance and achievements, Role of government in organising such programmes. Critical Evaluation.

Part II

Small scale Business as a Seed Bed of Entrepreneurship: Concept of business venture. The start - up process: Concept, Plan, Implementation, Initial Strategic Planning, Product and Marketing Scope, Legal and tax consideration, risk analysis and financial considerations. Profit Planning in Small Enterprise: Growth Strategies and diversification. Finance Management in current operations and expansion of capital. Role of Small Business in the national economy. National Policies for small business development.

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-V)

Suggested Readings:

1. Hall, B. Pricke; and Royce L. Brahamson, “Small Business Management”.
2. Kenneth R., Van Voorthis, “Entrepreneurship and Small Business Management”
3. Hans Schollhammer and Arthur H. Kuriloff, “Entrepreneurship and Small Business Management”.
4. Joseph R. Mancuso, “How to Start, Finance and Manage Your Own Small Business”
5. Sharma, R.A, “Entrepreneurial Change in Indian Industries”.
6. Dhar, P.N. and Lydall H.F., “The Role of Small Enterprises in Indian Economic Development”

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-V)

BVC-505: ADVERTISING AND SALES MANAGEMENT

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 6 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

Definition, Nature and Evolution of Advertising, its functions and role and types of Advertising
Social, Economic and Legal Aspects of Advertising. Advertising and Marketing Mix, Advertising and
Communication Process Advertising Budget: Objectives, Preparation and Methods of Advertising
Budget Advertising Agency: Function, Selection and Compensation. Advertising Media: Different
Types of Media, Function, Merits and Demerits of Media, Selection of Media and its Vehicles.
Copy Writing: Different Elements of a Copy and Layout

Part-II

Introduction to Sales Management, Nature, role and importance. Functions of Sales Manager, Sales
Organization: Formal, Informal, Horizontal, Vertical, Centralized, Decentralized, Geographic,
Customer, Product. Planning and recruitment of sales force- Job analysis specification, Job
description, Sources of Recruitment, Selection of Sales Person. Sales Training- Objective, Designing
Training Programme
Sales force Motivation: Nature, Importance, Factors Influencing the Motivation of sales force.
Compensations: Types, Compensations Plan. Evaluation of Sales Forces Performance: Qualitative
and Quantitative Basis to Evaluate Sales Force Control and Budget.

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-V)

Suggested Readings:

1. Belch, George E. and Belch, Michael A. “Advertising and Promotion”, Tata McGraw Hill.
2. Guinn, Allen, Chris T., Semenik, Richard J. “Advertising & Integrated Brand Promotion”, Thomson–South Western.
3. Batra, Rajeev, Mayers, John G., and Aaker, David A. “Advertising Management”, Pearson Education, New Delhi.
4. Spiro, Stanton and Rich “Management of a Salesforce”, Tata McGraw Hill. “Marketing Management”, South Asian Perspective, Pearson Education, New Delhi.

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-V)

BVC-506: MANAGEMENT INFORMATION SYSTEM

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 6 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART I

Introduction to Information Systems, definition, features, steps in implementation of MIS, need for information, information system for decision making, MIS as competitive advantages – MIS structures.

MIS, Strategic information system, MIS support for planning, organising – controlling, MIS for specific functions, personnel, finance, marketing, inventory, production. Data Base Management System Models, hierarchical, network, relational, modular.

PART II

Input devices, mouse, touch screens, MICR, OCR, keyboard, pen based Input, digital scanners, voice input devices, sensors.

Output devices, impact printers – non impact printers, video display terminals, plotters, voice output devices. Secondary storage devices, magnetic disk, floppy, magnetic tape, optical disk storage – CD ROM. Telecommunication revolution, Introduction to Email, internet, intranet and teleconferencing, www architecture.

References:

1. Management Information System - Murdick and Ross
2. Management Information System- A Contemporary Perspective - Kenneth Laudon & Jane Laudon
3. Management Information System - Gordon B Davis
4. Management Information System - James O brien
5. Computer applications in business - Subramanian K

Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-V)

BVC-507: SEMINAR

Max Marks: 50

BVC-601: SUPPLY CHAIN MANAGEMENT

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 6 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART-I

Definition, Scope, Need, Challenges in Supply chain management, Uncertainty and supply chain management, Supply chain Drivers and Obstacles, Supply chain Network, Different types of Supply Chain Networks.

Forecasting- Importance, Different Kind of Forecasting Techniques in Estimating Demand, Methods Used to Determine Accuracy of forecast, Sourcing and vendor selection, Routing and Route sequencing.

PART-II

Inventory Management, EOQ, Minimum level and safety stock, Reordering level, Maximum level, Rational of Discounts of Bulk Purchase, Uncertainty and Inventory Management, Lead Time Uncertainty and Product availability.

Innovations in Supply chain management, Cross Docking and Collaborative Planning, Bull Whip Effect- It's causes and Methods of Overcome.

References

1. Supply Chain Management - Strategy, Planning and Operation, Chopra, Sunil and Peter Meindl, Prentice Hall of India
2. Supply Chain Management - Concepts, Practices and Implementation, Sunil Sharma, Oxford University Press
3. Essentials of Supply Chain Management, Mohanty R. P and S. G. Desmukh, Phoenix publishing
4. Business Logistics / Supply Chain Management , Ballou, Donald H. and S. Srivastava, Pearson Education
5. Designing and Managing the supply Chain concepts, Strategies and Cases, Simchi - Levi, D.P Kaminsky, Edith Simchi -Levi Tata McGraw - Hill
6. Modern Production / Operations Management, Buffa, E. S. and Sarin, R. K., John Wiley
7. Operations Management for Competitive Advantage , Chase, Jacobs, Aquilano & Agarwal, Tata MacGraw Hill
8. Operations Management, Mahadevan B., Pearson Education

BVC-602: INTERNATIONAL RETAILING

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 6 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART- I

International Marketing- Concept, Importance, International Marketing Research and Information System, Market Analysis and Foreign Market Entry Strategies, Future of International Marketing, India's Presence in International Marketing.

Internationalization of Retailing and Evolution of International Retailing, Motives of International Retailing, International Retail Environment – Socio-Cultural, Economic, Political, Legal, Technological.

PART- II

Selection of Retail Market, Study and Analysis of Retailing in Global Setting, Methods of International Retailing, Forms of Entry: Joint Ventures, Franchising, Acquisition.

Competing in Foreign Market, Multi-country competition and Global Competition, Competitive Advantages in Foreign Market, Cross Market subsidization, Retail Structure, Global Structure.

References:

1. Retailing Management - Swapana Pradhan
2. Retail Marketing - Dravid Gilbert
3. Retailing - George H, Lucas Jr., Robert P. Bush, Larry G Greshan
4. The Art of Retailing - A. J. Lamba
5. Retail Management; A Strategic Approach - Barry Berman, Joel R Evans

BVC-603: BRAND MANAGEMENT

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 6 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART I

Brand Management: Brands and Brand Management: Meaning, Importance of Brands; concept of Brand Equity. Brand Loyalty: Meaning and Measuring, Brand Loyalty; Strategic Value of Brand Loyalty; Maintaining and Enhancing Brand Loyalty. Customer Based Brand Equity: Defining Customer based Brand Equity; Brand Knowledge; Sources of Brand Equity – Brand Awareness, Brand Image; Building a Strong Brand – Brand Building Blocks, Brand Salience, Brand Performance, Brand Imagery, Brand Judgments, Brand Feelings, Brand Resonance. Brand Positioning: Identifying and Establishing Brand Positioning; Concept of brand personality

PART II

Brand Associations: Product Attributes , Intangibles, Customer Benefits, Relative Price, Use/Application, User /Customer Leveraging Secondary Brand Association: Country of Origin, Co-branding, Licensing Celebrity endorsement. Designing and Implementing Branding Strategies: Brand-Product Matrix; Brand Hierarchy; Brand Extensions. Measuring and Interpreting Brand Performance: Measuring Sources of Brand Equity; Qualitative Research Techniques: Free Association, Projective Techniques; Quantitative Research Techniques: Awareness, Image. Brand Valuation Methods.

Suggested Readings:

1. Keller, Kevin Lane: Strategic Brand Management: Building, Measuring and Managing
2. Brand Equity (Prentice Hall India:New Delhi), Third Edition (2008).
3. Aaker, David: Managing Brand Equity (Free Press: New York) (1991)
4. Swapna Pradhan: Retailing Management (Tata McGraw Hill: New Delhi) Third Edition, (2009)
5. Levy, Michael and Weitz, Barton A.: Retailing Management(Tata McGraw Hill: New Delhi)
6. Dunne, Patrick M; Lusch, Robert F.; and Griffith David A.: Retailing (Cengage, New Delhi)

BVC-604: MALL MANAGEMENT**Time: 3Hours****Max Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 6 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART-I

Concept of shopping mall, Growth of malls in India, Mall positioning strategies, Strategic planning for malls.

Concepts in mall design, Factors influencing malls' establishment, Recovery management, Aspect in finance, Human resources, Security and accounting, Legal compliances and issues, Measuring mall performance.

PART-II

Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management.

Selection of anchor tenant, Tenant mix, Types of retail formats, Multiplexes, Food courts, Branded stores, Specialty stores, Hypermarkets, Supermarkets, Mall resource allocation, Owner-tenant relationship.

References

1. Retailing Management, SwapnaPradhan, Tata McGraw Hill
2. Retail Management: S. C. Bhatia, Atlantic Publishers &Dist

BVC-605: STATISTICAL ANALYSIS FOR BUSINESS

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 6 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part - I

Definition, Functions, Scope and Limitations of Statistics.

Measures of Central Tendency: Types of averages – Arithmetic Mean (Simple and Weighted), Median and Mode. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation.

Simple Correlation and Regression: Meaning, Types, Karl Pearsons & Rank Correlation (Excluding grouped data), Probable error

Part - II

Index Numbers: Meaning and importance, Methods of construction of Index Numbers: Weighted and unweighted; Simple Aggregative Method, Simple Average of Price Relative Method, Weighted index method: Laspeyers method, Pasches method and Fishers Ideal method including Time and Factor Reversal tests, Consumer Price Index.

Time Series Analysis: Components, Estimation of Trends(Graphical method, Semi Average Method, Moving Averages method and Method of Least Squares for linear path).

Suggested Readings:

1. Levin, Richard and David S. Rubin. “Statistics for Management”., Prentice Hall of India, New Delhi.
2. Chandan, J.S., “Statistics for Business and Economics”, Vikas Publishing House Pvt. Ltd.
3. Render, B. and Stair, R. M. Jr., “Quantitative Analysis for Management”, 7thEdition, Prentice-Hall of India, New Delhi.
4. Gupta C B, Gupta V, “An Introduction to Statistical Methods”, 23rd Edition (1996), Vikas Publications.

BVC-606: E-COMMERCE

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 6 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART-I

Introduction

E-Business - Origin and Need of E-Commerce, Factors affecting E -Commerce, Business dimension and technological dimension of E-Commerce, E-Commerce frame work Electronic Commerce Models, Value Chains in Electronic Commerce.

Internet and E-Business

Introduction to Internet and its application, Intranet and Extranets. World Wide Web, Internet Architectures, Internet Applications, Business Applications on Internet, E - Shopping, Electronic Data Interchange, Components of Electronic Data Interchange, Creating Web Pages using HTML.

PART-II

Electronic Payment System

Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.

Emerging trends and technologies in E-Business

E-Business and MIS, E-Business and ERP, E-Business and CRM, E-Business and Supply chain management, Benefits of E-Commerce; Drawbacks and limitations of E -Commerce. Management challenges in on -line retailing.

Practical: Lab Sessions on specific topics of syllabus

References:

1. E-Commerce Strategy, Technologies and Applications, Whitley, David, Tata McGraw Hill.
2. Electronic Commerce. , Schneider Gary P. and Perry, James T ,Thomson Learning.
3. E-Commerce: The Cutting Edge of Business, Bajaj, Kamlesh K & Nag, Debjani , McGraw Hill
4. E-Commerce: Business, Technology, Society, Laudon and Traver, Pearson Education
5. Designing Systems for Internet Commerce, Treese G. Winfield & Stewart C. Lawrance, Addison Wesley.

BVC-607: LAB ON E-MARKETING

Max Marks: 50

Instructions: The students will be trained in practical aspects of E-Marketing. External examiner will be appointed by the University to conduct the practical by examining the students in the lab and award marks.

Topics

1. Introduction to Internet Marketing. Mapping fundamental concepts of Marketing (7Ps)
2. Strategy and Planning for Internet Marketing
3. The Website
4. Assignment: Analysis of websites.
5. Online Advertising: Display Advertising