FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

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

Session: 2019–20

GURUNANAKDEVUNIVERSITY
AMRITSAR

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(ii) Subject to change in the syllabi at any time.
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### SEMESTER-I

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Paper Title</th>
<th>Theory</th>
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<tbody>
<tr>
<td>BVRM 101</td>
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<tr>
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<td></td>
<td>OR Punjabi History &amp; Culture (From Earliest Times to C 320) (Special Paper in lieu of Punjabi Compulsory)</td>
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<td>Basics of Retail Management</td>
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*Note : This Paper marks are not included in the total marks.*

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<td>OR Punjabi History &amp; Culture (C 320 to 1000 B.C.)</td>
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<td>BVRM 203</td>
<td>Retail Shopper Behaviour</td>
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<td>BVRM 204</td>
<td>HR in Retail Operations</td>
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<td>Managerial Economics</td>
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<td>BVRM 302</td>
<td>E-Commerce</td>
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### SEMESTER-IV

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|               | * Environmental Studies – II (Compulsory)         | 100    | -         | 100   |

**Total** 300 100 400

*Note :- This Paper marks are not included in the total marks.*
### SEMESTER-V

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<td>BVRM 504</td>
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<td>BVRM 505</td>
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### SEMESTER-VI

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<td>BVRM 602</td>
<td>Marketing Management</td>
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<td>BVRM 603</td>
<td>Production and Operations Management</td>
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<td>BVRM 605</td>
<td>Elements of Salesmanship</td>
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BACHELOR OF VOCATION (B.V.OC.) RETAIL MANAGEMENT (SEMESTER-I)

BVRM101: COMMUNICATION SKILLS IN ENGLISH – I

Time: 3 Hours Max. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

The syllabus is divided in four sections as mentioned below:

SECTION–A
Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings.

SECTION–B
Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/expressions.

Activities:
- Comprehension questions in multiple choice format
- Short comprehension questions based on content and development of ideas

SECTION–C
Writing Skills: Guidelines for effective writing; writing styles for application,personal letter, official/business letter.

Activities
- Formatting personal and business letters.
- Organising the details in a sequential order

SECTION–D
Resume, memo, notices etc.; outline and revision.

Activities:
- Converting a biographical note into a sequenced resume or vice-versa
- Ordering and sub-dividing the contents while making notes.
- Writing notices for circulation/boards

Recommended Books:
- Oxford Guide to Effective Writing and Speaking by John Seely.
- English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-I)

BVRM102: पैंसिडी (खण्ड्मी)

मात्रा : 3 पृष्ठें

पाठ-चुन एक दहा पाठ-पुस्तक

मैवस्त्र-प्रथा

अडघ अदाल (लिखित अवध),
(संघ विद्यालय कीम अड दलिमाव विद्यामंदिर)
किती वाल देख योगीदामाटी, अन्नभागवत।
(पृथ्वी मात्र देवदार्श, मधु)

मैवस्त्र-वी

विद्यामान जाना (विद्यामान शेख-गौरि)
मंग्र. म.ए.वेन्दी, निजामी मंचक, दृष्टिभाग (संघ 1 ते 6)
(विन्यास र साद, विजय-कैली)

मैवस्त्र-पी

(५) पेप्स उच्च

(६) पेप्स घोड़ा पुत्र दे पूरगँ हे डंडा।

मैवस्त्र-जी

(५) पैंसिडी घुटन विठिया : दृष्टिशाल अवणा, दृष्टिशाल मधुर दे दिव्यभाग, मधुर, विजयवल, मंटन-२०५’

(६) अग्रा बंदरवीमांग: अग्रा ना तन्माली दुध, अग्रा ना दृष्टिकोण सा भांटु, पैंसिडी दृष्टि अग्रालां दे पड़क-पिरंदू।

अप्प-डंड अड शतीविश्व सटी वचनियाँ

1. पृथ्वी मंट दे पूर जना टँक़्डो। उज जना दिसये दे पृथ्वी मंटँ घट्टो।

2. विद्यामान दे बंद भो घुटन घाते उज। उज जना हिसाए देख पृथ्वी खण्ड्मी दे।

3. उजेक पृथ्वी दे घाँसन भर्न उज।

4. पेप्स मंट बंद चट्टू से बत चढ़े उज पृथ्वी ची दंड अंदः चंप उ चंप चढ़ पृथ्वी-पुस्तक हिसाए बत भर्न थे।
BACHelor of VOCation (B.Voc.) RETAIL MANAGEMENT (SEMESTer-I)

BVRM102: ਭ੍ਰੂਸ਼ਲੀ ਪੇਸ਼ਾਂਕ ਪ੍ਰੋਗਰਾਮ
(In lieu of Compulsory Punjabi)

ਪਹਾਣ ਵਠ

ਸੈਕੀਨਾਂ

ਪਹੇਲੀ ਅੰਤਰੀ ਅੰਤਰ ਅਮੀ, ਪੇਂਗ ਪੰਛੀ ਦੁੱਟ ਅੰਤਰ ਹੋਣ। ਪੇਂਗ ਪੰਛੀ ਦੁੱਟ ਅੰਤਰ ਹੋਣ। ਪੰਛੀ ਦੁੱਟ ਅੰਤਰ ਹੋਣ। (ਪੰਛੀ ਸਾਰਟ-ਪ੍ਰਦਾਤ)

ਸ਼ੁਭਤਲ (ਪੰਛੀ, ਪੰਛੀ, ਗਿਣਤ) : ਪੰਛੀ ਅੰਤਰ ਦੁੱਟ

ਸੈਕੀਨਾਂ

ਪੰਛੀ ਸਾਰਟ-ਪ੍ਰਦਾਤ : ਪੰਛੀ ਸਾਰਟ-ਪ੍ਰਦਾਤ
(ਪੰਛੀ ਸਾਰਟ, ਸਾਰਟ-ਪ੍ਰਦਾਤ, ਪੰਛੀ ਸਾਰਟ, ਪੰਛੀ ਸਾਰਟ, ਪੰਛੀ ਸਾਰਟ, ਪੰਛੀ ਸਾਰਟ)

ਸੈਕੀਨਾਂ

ਪੰਛੀ ਸਾਰਟ-ਪ੍ਰਦਾਤ ਦੀ ਪੰਛੀ ਸਾਰਟ-ਪ੍ਰਦਾਤ : ਪੰਛੀ, ਪੰਛੀ, ਸਾਰਟ-ਪ੍ਰਦਾਤ, ਪੰਛੀ ਅੰਤਰ ਦੁੱਟ ਪੰਛੀ ਸਾਰਟ-ਪ੍ਰਦਾਤ

ਸੈਕੀਨਾਂ

ਉਹਦੇ ਦੇ ਮੋਰ ਦੀਆਂ ਦੇ ਲਾਂ, ਘੱਟ ਜ਼ੀਲਿਆਂ ਦੇ ਲਾਂ, ਕੁਝਾ ਦੇ ਲਾਂ, ਦਿੱਖ ਉੱਤੇ ਉਹ ਉਹ ਜ਼ੀਲਿਆਂ ਦੇ ਲਾਂ, ਦਿੱਖ ਉੱਤੇ

ਅੰਤਰ-ਸੂਚ ਅਤੇ ਪ੍ਰਫੀਲਡ ਸ੍ਰੇਣੀ ਉਪਗੱਢਿਆਂ

1. ਪੰਛੀ ਸਾਰਟ ਦੇ ਰਾਸ ਸੰਘ ਦੇ ਹੋਣ। ਉਹ ਸੰਘ ਦੀਆਂ ਦੇ ਪੰਛੀ ਸਾਰਟ ਦੇ ਹੋਣ।
2. ਪੰਛੀ ਸਾਰਟ ਦੇ ਰਾਸ ਸੰਘ ਦੇ ਹੋਣ। ਉਹ ਸੰਘ ਦੀਆਂ ਦੇ ਪੰਛੀ ਸਾਰਟ ਦੇ ਹੋਣ।
3. ਪੰਛੀ ਸਾਰਟ ਦੇ ਰਾਸ ਸੰਘ ਦੇ ਹੋਣ।
4. ਪੰਛੀ ਸਾਰਟ ਦੇ ਰਾਸ ਸੰਘ ਦੇ ਹੋਣ।
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-I)

BVRM102: Punjab History & Culture (From Earliest Times to c 320) (Special Paper in lieu of Punjabi Compulsory)

Time: 3 Hours Max. Marks: 50

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

1. Physical features of the Punjab and its impact on history.
2. Sources of the ancient history of Punjab

Section B

3. Harappan Civilization: Town planning; social, economic and religious life of the Indus Valley People.

Section C

5. Social, Religious and Economic life during Rig Vedic Age.

Section D

7. Teachings and impact of Buddhism
8. Jainism in the Punjab

Suggested Readings

**BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-I)**

**BVRM103: FUNDAMENTALS OF MANAGEMENT**

**Time: 3 Hours**  
**Max. Marks: 50**

**Instructions for the Paper Setters:**  
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th><strong>SECTION A</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Management:</strong> 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</td>
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<table>
<thead>
<tr>
<th><strong>SECTION B</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Planning:</strong> Meaning, significance, types of plans, nature, elements: objectives, policies, rules, procedures, methods, programmes, strategy, decision making.</td>
</tr>
<tr>
<td><strong>Organizing:</strong> Meaning, nature and purpose of organization forms of organization: line, functional and line and staff, formal and informal organization.</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th><strong>SECTION C</strong></th>
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<tbody>
<tr>
<td><strong>Staffing:</strong> Meaning, nature and functions of HRM, manpower management, factors affecting staffing, recruitment, selection, training and development, performance Appraisal: need and process.</td>
</tr>
<tr>
<td><strong>Directing:</strong> Motivation: meaning, nature, importance, types, and theories of motivation: Mc. Gregor’s, Maslow and Herzberg. leadership: meaning, nature, styles.</td>
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<table>
<thead>
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<th><strong>SECTION D</strong></th>
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<tbody>
<tr>
<td><strong>Coordination:</strong> Principles and techniques, difference between coordination and cooperation.</td>
</tr>
<tr>
<td><strong>Controlling:</strong> Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.</td>
</tr>
</tbody>
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**SUGGESTED READINGS:**

4. Prasad L. M., Principles and Practices of Management, Sultan Chand and Sons
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-I)

BVRM104: BASICS OF RETAIL MANAGEMENT

Time: 3 Hours  M. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>SECTION A</th>
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<table>
<thead>
<tr>
<th>SECTION B</th>
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<tbody>
<tr>
<td>Retail Strategic Planning and Operation Management, Retail Financial Strategy, Target Market Selection and Retail Location, Store Design and Layout, Visual Merchandising and Displays.</td>
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<table>
<thead>
<tr>
<th>SECTION C</th>
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<tbody>
<tr>
<td>Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Close Handling Objections, Closing, Confirmations &amp; Invitations. Retail Management Information Systems, Legal and Ethical Issues in Retailing.</td>
</tr>
</tbody>
</table>

SUGGESTED READINGS:

BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-I)

BVRM105: COMPUTER PRACTICAL-I (MS OFFICE)

Time: 3Hrs.  Max. Marks: 75
Theory: 50  Practical: 25

50 Marks will be for Theory and 25 marks will be for Practical including Computer File to be conducted by External Examiner appointed by University.

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MS WORD</strong></td>
</tr>
<tr>
<td>Introduction to Word, Introduction to Parts of a Word Window - Title bar, Menu bar, Tool bar, the Ruler, Status area, Creating new document, Opening an existing document, To insert a second document into an open document, Editing a document, Deleting text, replacing text, moving and copying text, Page setup, Margins and gutters, Changing fonts and front size, To make text bold, italic or underline, Line spacing, Centering, right alignment and left alignment, Page breaks, Headers and footers, Putting page numbers in headers and footers. Saving documents - naming word document, saving in different formats, saving on different disks</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MS WORD</strong></td>
</tr>
<tr>
<td>Spell checker, Printing. Tables - Creating a table using the table menu, entering and editing text in tables, selecting in tables (adding rows, changing row heights, deleting rows, inserting columns, changing columns and cell width). Borders and shading, Templates and wizards, Working the graphics, Drawing objects, Using frames, position objects, Mail merge.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MS–POWER POINT</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MS–POWER POINT</strong></td>
</tr>
<tr>
<td>Formatting text formatting - Changing format with a new layout, using a pick look wizards to change format, Alignment of Text, Working with text spacing. Enhancing text Formatting - Using Bullets, Changing text font and size, Selecting text style, effect and color, Picking up and applying styles, Creation of Graphs, Displaying slide show and adding multi–media.</td>
</tr>
</tbody>
</table>
SUGGESTED READINGS:

1. Windows Based Computer Courses, Rachhpal Singh & Gurvinder Singh.
2. Information Technology, Hardeep Singh & Anshuman Sharma.
3. Office Complete, BPB Publications.
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-I)

BVRM106: COMPUTER APPLICATIONS IN RETAIL

Time: 3 hours  Max. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Introduction to Information Technology, Evolution of IT Management, basics of information system, Types of information System, Internet based Business Systems, Electronic Point of Sales-Hardware, Software and Automatic Identification and Data Capture (AIDC), Value Chain Reconstruction for E-Business,

SECTION B
IT Management Challenges and Issues, Database Management System, network and telecommunications, Electronic Point Of Sales (EPOS), Approaches to EPOS, modern electronic payment methods, Smart Cards, EPOS Products and Suppliers, Managing Retail through Technology.

SECTION C
Enterprise Resource Planning (ERP), information systems for supply chain management, Knowledge Management, Data Warehousing, Data Mining.

SECTION D

SUGGESTED READINGS:
1. Information Technology for Retail, Girdhar Joshi, Oxford Printing Press
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-I)

BVRM 107: LAB ON RETAIL SELLING SKILLS

Max. Marks: 75

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
PROBLEM OF DRUG ABUSE

SECTION – A
Meaning of Drug Abuse:

SECTION – B
Consequences of Drug Abuse for:
- Family: Violence.
- Society: Crime.
- Nation: Law and Order problem.

SECTION – C
Management of Drug Abuse:
Medical Management: Medication for treatment and to reduce withdrawal effects.

SECTION – D
Psychiatric Management: Counselling, Behavioural and Cognitive therapy.
Social Management: Family, Group therapy and Environmental Intervention.

References:
1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.
Time: 3 Hours

Max. Marks: 50
Theory Marks: 35
Practical Marks: 15

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Course Contents:

SECTION–A

Listening Skills: Barriers to listening; effective listening skills; feedback skills.

Activities: Listening exercises – Listening to conversation, News and TV reports

SECTION–B

Attending telephone calls; note taking and note making.

Activities: Taking notes on a speech/lecture

SECTION–C

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.

Activities: 1) Making conversation and taking turns
2) Oral description or explanation of a common object, situation or concept

SECTION–D

The study of sounds of English,
Stress and Intonation,
Situation based Conversation in English,
Essentials of Spoken English.

Activities: Giving Interviews
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 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.
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-II)

BVRM: 202

पेपरी (कलाभी)

भाषा: 3 चौटे

पाठ-कूल अथवा पाठ-पुमड़वां

मैवमहँ-के

आउआउ अनुभव (सरणी बाणो)।
(मैं, मैंने दीवान बनाकर वहीं बदलाव बनाकर मॉड़ी)
वाँ सालफ़स्ट उद्भुट पूरीतिविभाजित, अभिविभाजन।
(दिस-कलेड, पाउर विभवत)

मैवमहँ-की

दिविग्नाव जाना (दिविग्नाव स्कैप-मिस्ड)
(मैं, मैंने प्राप्त गौरव, न्यूविकल। (वेफ 7 औं 12)
(द्रविग्नाव श्रीली)

मैवमहँ-मी

(थ) मधुर-दहव अथवा मधुर उठना : पाठ-विभाजन, भूमिकात महत्व

(अ) भूमिका कौशल

मैवमहँ-की

(थ) मधुर उठना

(अ) भूमिकात अथवा भूमिकात

अव-तेज अथवा धीरहस्व झट्टी उत्तरित

1. पुस्तक पैंट दे नात बना बुलती। उत्त पुस्तक हिसे दे पुस्तक पैंट नाते।
2. तिमिकातवी दे बुलत स्थान पुस्तक बनाते उड़। उत्त पुस्तक हिसे दिव्य पुस्तक स्थानी थे। पौंडल पुस्तक जिले दी बजा हिसे बीड़ ना मदका थे।
3. बहुत पुस्तक दे पहलव अथवा उड़।
4. पेपर मैट बनाने करें सेवन होते हैं पुस्तक से तेज भूमि हैं तेज हैं तेज चत्र तथा
   तीर्थ-पुस्तक हिंद तथा मदका थे।
BVRM: 202

भंडारीपाठ्य

(In lieu of Compulsory Punjabi)

मार्ग: 3 अंके  तकलीफ़: 50

पाठ-पूँजी

मैत्रम-पैक

मछली मूल्यांक: पछताव अंके नहीं

(सांड, पंजरत, विलिवा, विलियम, विलियम, विलियम, विलियम, विलियम)

मैत्रम-पी

अंश-पॉन (पतझुः अंके नहीं)

अंश-पॉन अंके नहीं

अंश-पॉन अंके नहीं

1. पृष्ठ पृष्ठ के राग जरा टेको। उत जरा दिखें दें पृष्ठ पृष्ठ जरा टेको।
2. विलियम त्रिया हे चुंबक पूरी फूल खटाव राग। उत जरा दिखें दिख पृष्ठ मरम्मत दें।
3. चुंबक पृष्ठ के राग धार राग।
4. पृष्ठ मैं वज़त दक उल्लभ स्वर अंके अंके वज़त दें वज़त उल्लभ दुःष्ट-पुष्टसं भरार बर नवन्त करें।
BVRM202: PUNJAB HISTORY & CULTURE (C. 320 TO 1000 B. C) (SPECIAL PAPER IN LIEU OF PUNJABI COMPULSORY)

Time: 3 Hours
Max. Marks :50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

1. Alexander’s Invasion and its Impact
2. Punjab under Chandragupta Maurya and Ashoka.

SECTION B

3. The Kushans and their Contribution to the Punjab.
4. The Panjab under the Gupta Empire.

SECTION C

5. The Punjab under the Vardhana Emperors
6. Socio-cultural History of Punjab from 7th to 1000 A.D.

SECTION D

7. Development of languages and Education with Special reference to Taxila
8. Development of Art & Architecture

Suggested Readings

BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-II)

BVRM203: RETAIL SHOPPER BEHAVIOUR

Time: 3 Hours Max. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Introduction to Shopper behaviour, Nature, Types of Shopper, Importance of understanding shopper behaviour, Buying participants and their role.
Concepts and techniques for understanding the retail dynamics of customer, buying decision process for products.

SECTION B
Shopper decision making process, Need/problem recognition stages in retail buying decision process such as information search alternatives evaluation, brand choice/post purchase dissonance, brand loyalty and motivation research concepts.
Model of retail consumer behaviour personal, social and cultural influence on customer, understanding customer needs and motives.

SECTION C
Influence of social class on shopper behaviour groups, types of group & influence of group opinion leadership, word of mouth communication.
Shopper needs and motives: - Importance, meaning and types. Motivation theories, perception, importance & meaning, elements of perception.

SECTION D
Shopper attitudes: - Meaning & Elements, attitude development process. Attitude measurement.
Customer Services in Retail, CRM.

SUGGESTED READINGS:

1. Retail Marketing by A. Siva Kumar.
3. Retail Marketing by Gary Akchurest.
5. Consumer Behaviour by Wayne D.Hoyer&J.Maclnnis
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-II)

BVRM 204: HUMAN RESOURCE IN RETAIL OPERATIONS

Time: 3 Hours  M. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

SECTION B
Planning for Human Resource, Organizational charts, Design for Retailer’s specific needs.
Recruitment & selection, job analysis, Process of job analysis, Job specification, Methods of job analysis.

SECTION C
Placement, Induction & Internal mobility of human resource. Training of employees, Need for training, objectives and methods of training, evaluation, Commitment and Motivation of human resource.

SECTION D
Compensation management & grievance redressal, Compensation planning, wage systems, factors influencing wage system, Employee turnover, Labour participation in management.

SUGGESTED READINGS:
1. Retailing Management, Michael Levy and Barton Weitz, Mc Graw Hill, Irwin
2. Retail Management: A Strategic Approach by Berman, Bary and Joel.
5. Retail Management by S.L Gupta.
BVRM 205: MANAGERIAL ECONOMICS

Time: 3 Hours                                      M. Marks: 50

The paper-setters shall be asked to set 8 (eight) Questions (of equal marks), two in each of the four sections (Section A to D, corresponding to the distribution in the syllabi). Further, the paper-setters shall be instructed to make sub-sections (not exceeding 4) of the questions and allocate appropriate marks to the each sub-section. The candidates shall be asked to attempt five questions by selecting one question from each section and fifth question may be attempted from any section.

SECTION A

SECTION B

SECTION C
Production & Cost function: Production function, short run production, long run production, producer’s equilibrium, types of production function. Concept of Cost, type of cost in long run and short run.

SECTION D

SUGGESTED READINGS:

4. Managerial Economics by Prof (Dr.) Jaswinder Singh.
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-II)

BVRM 206: COMPUTER PRACTICAL-II (MS OFFICE)

Max. Marks: 75  
Theory: 50  
Practical: 25

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS–EXCEL</td>
</tr>
<tr>
<td>Introduction to Worksheet/Spreadsheets, Creating a simple Worksheet, Computations in a Worksheet, Printing the Worksheet, Graphs, Data Sorting, Filling, Query, Filtering, Applying Formulas.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVANCED EXCEL</td>
</tr>
<tr>
<td>Functions and Formulas: Formulas with Multiple Operators, Inserting and Editing a Function, Auto Calculate and Manual Calculation, Defining Names, Using and Managing Defined Names, Displaying and Tracing Formulas, Understanding Formula Errors, Using Logical Functions (IF), Using Financial Functions (PMT), Using Database Functions (DSUM), Using Lookup Functions (VLOOKUP), User Defined and Compatibility Functions, Financial Functions, Date &amp; Time Functions, Math &amp; Trig Functions, Statistical Functions, Database Functions, Text Functions, Logical Functions, Information Functions, Engineering and Cube Functions.</td>
</tr>
<tr>
<td>Working with Data Ranges: Sorting by One Column, Sorting by Colors or Icons, Sorting by Multiple Columns, Sorting by a Custom List, Filtering Data, Creating a Custom AutoFilter, Using an Advanced Filter.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working with PivotTables: Creating a PivotTable, Specifying PivotTable Data, Changing a PivotTable’s Calculation, Filtering and Sorting a PivotTable, Working with PivotTable Layout, Grouping PivotTable Items, Updating a PivotTable, Formatting a PivotTable, Creating a PivotChart, Using Slicers, Sharing Slicers between PivotTables.</td>
</tr>
<tr>
<td>Analyzing and Organizing Data: Creating Scenarios, Creating a Scenario Report, Working with Data Tables.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working with Web and External Data: Inserting a Hyperlink, Importing Data from an Access Database or Text File, Importing Data from the Web and Other Sources, Working with Existing Data Connections.</td>
</tr>
<tr>
<td>Customizing Excel: Customizing the Ribbon, Customizing the Quick Access Toolbar, Using and Customizing AutoCorrect, Changing Excel’s Default Options, Creating a Custom AutoFill List, Creating a Custom Number Format.</td>
</tr>
</tbody>
</table>
SUGGESTED READINGS:

1. Windows Based Computer Courses, Rachhpal Singh & Gurvinder Singh.
2. Information Technology, Hardeep Singh & Anshuman Sharma.
3. Office Complete, BPB Publications.
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-II)

BVRM 207: TRAINING PROJECT

Time: 8 Weeks

Max. Marks: 75
  Project Report: 50
  Project Presentation: 25

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training.

The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report.

Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 25 marks) on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student.

The evaluation of the remaining 50 marks shall be made by external examiner appointed by the university who shall evaluate the report on the basis of presentation and the assessment report received from the organization where student has undergone Training.
Drug Abuse: Problem, Management and Prevention

DRUG ABUSE: MANAGEMENT AND PREVENTION
Time: 3 Hours Max. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION – A
Prevention of Drug abuse:
Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.

SECTION – B
School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

SECTION – C
Controlling Drug Abuse:
Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program

SECTION – D

References:
1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.


BACHELOR OF VOCATION (B.V.OC.) RETAIL MANAGEMENT (SEMESTER-III)

BVRM 301: PRINCIPLES OF ACCOUNTING

Time: 3 Hours
Max. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A


SECTION B


SECTION C


SECTION D


SUGGESTED READINGS:

1. Modern Accountancy: Hanif and Mukherjee Part I & II (TMH)
2. Higher Secondary Accountancy: Hanif, Mukherjee, Biswal and Sharma
4. An Introduction to Accountancy: S N Maheshwari S K Maheshwari (Vikas)
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-III)

BVRM302: E-COMMERCE

Time: 3 Hours
Max. Marks: 50

Instructions for the Paper Setters:

Eight questions of equal marks (specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>SECTION A</th>
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<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
</table>
| **E-Commerce Technologies:** Internet & WWW; Internet Protocols – OSI Model, TCP/IP, TCP, UDP, IP, DNS, FTP, SLIP, PPP; Multimedia technology – ISDN, ATM, Cell relay, desktop Video Conferencing; Information Publishing Technology - HTML, URL, HTTP, HTML FORM. 

**Electronic Data Inter-change:** Introduction, Concepts of EDI and Limitation, Applications of EDI, Disadvantages of EDI, EDI model. |

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Electronic Payment System:</strong> Transaction through Internet, Requirements of E-Payment System, Post Paid Payment System, Credit Card Solutions, Cyber Cash Internal Cheques, Instant Paid Payment System, Debit Card, Prepaid Payment System, Electronic Cash, Digital Cash, Net Cash, Cyber Cash, Smart Cards.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
</table>


**SUGGESTED READINGS:**

1. E-Commerce An Indian Perspective: P.T.Joseph, S.J., PHI.
3. E-Commerce: Schneider, Thomson Publication
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-III)

BVRM 303 : STORE LAYOUT AND DESIGN

Time: 3 Hours  M. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Store operations:</strong> Importance of store operations, responsibility of store operations, store maintenance; merchandising handling and controlling; purchasing store supplies and equipment; store security.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Store organization:</strong> meaning and importance; principles of effective store organization and management; formal organizational structure, informal organization – objectives policies and procedures</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Store location:</strong> selecting a city, types of location within a city; trading area analysis, catchment area analysis; site evaluation, terms of occupancy.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Store design and engineering:</strong> store design and retailing strategy, store design and facilities planning, store layout and departmentalizing, department space requirement, departmental locations, internal layout of departments</td>
</tr>
</tbody>
</table>

**SUGGESTED READINGS:**

1. Bermon, Barry and Joel r Evans, retail management, prentice hall of India limited, New Delhi.
2. Abhijeet das, mall management with case studies, taxman.
3. David j Rachman retail strategy and structure : A Management approach, prentice hall of India limited.
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-III)

BVRM 304: RETAIL LOGISTICS MANAGEMENT

Time: 3 Hours  M. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Logistics: Definition, History and Evolution, Objectives, the work of logistics, logistics interference with marketing, retail logistics, emerging concept in logistics.

SECTION B
Logistics Management: Definition, achievement of competitive advantage through logistics framework, role of logistics management.

SECTION C
Integrated Logistics Management: Evolution of concept, model and process.
Role of IT in logistics, Logistic Service firms and third party logistics.

SECTION D
Retail logistics network, Design for global operation, information management for global logistics.

SUGGESTED READINGS:
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-III)

BVRM 305: HEALTH & SAFETY MANAGEMENT ISSUES IN RETAIL

TIME: 3 Hrs

Max. Marks: 50

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION 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.

SECTION B
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.

SECTION C
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

SECTION D
Emergency response techniques
Investigation procedure and report
Guidelines for forming a health and safety committee

Suggested Readings:
3. Safety Matters-A guide to Health and Safety at work, Adrian Flynn A nd John Shaw
5. Health and Safety, Environment and Quality Audits By Stephen Asbury
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-III)

BVRM306: COMPUTER APPLICATIONS-TALLY AND INTERNET

Time: 3 Hrs. \hspace{1cm} Max. Marks : 75
Theory: 50 \hspace{1cm} Practical: 25

50 Marks will be for Theory and 25 marks will be for Practical including Computer File (Tally & Internet) to be conducted by External Examiner appointed by University.

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction: Fundamentals of Accounting and Tally ERP 9, Installing and activating Tally ERP 9 creating masters in Tally ERP 9, Voucher entry and generation of reports, Tally Vault and security controls, Printing Reports</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced accounting and inventory in Tally ERP 9, Value Added Tax (VAT), Central Sales Tax (CST), Tax Deducted at Source (TDS), Service Tax</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Network and Communication: Network types, network topologies, network communication devices, physical communication media. Internet and its Applications: E-mail, TELNET, FTP, World Wide Web, Internet chatting, Intranet, Extranet, Gopher, Mosaic, WAIS.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
</table>

SUGGESTED READINGS:

- Mastering tally ERP 9- Basic accounts, Invoice and Inventory: Ashok K. Nadhani, BPB Publications
- Computer Networking: James F. Kurose, Keith W. Ross, Pearsons
- Internet and its applications: P. Rizwan Ahmed, Margham Publications
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-III)

BVRM 307: STORE OPERATIONS-I

Max. Marks: 75

PRACTICAL TRAINING

To develop necessary skills for planning, monitoring and controlling merchandise in a retail store, practical training will be provided to students regarding:

1. Planning and Managing Retail Operations
2. Types of Store Operations and functions of a store manager
3. Measuring Productivity & Operating Efficiency
4. Control techniques for successful operations and measurement of performance
5. Stock taking
6. Store layout
7. Planning and Execution of Retail Operations
8. Franchising

Store visits have to be organized for the students to make them familiar with day to day operations of a store

SUGGESTED READINGS:

2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-IV)

BVRM 401: SUPPLY CHAIN MANAGEMENT

Time: 3 Hours                      Max. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the
four Sections (A-D). Questions may be subdivided into parts (not exceeding four).
Candidates are required to attempt five questions, selecting at least one question from each
Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Supply Chain Management:</strong> Introduction and Development, Nature and Importance of Supply Chain- value chain- components of supply chain- the need for supply chain understanding the supply chain management – Participants in supply chain</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Integrated SCM:</strong> Concept , Span and Process of integrated management SCM.</td>
</tr>
</tbody>
</table>

| **Managing Relationships in SCM:** Role of relationship marketing in SCM; managing relationships with suppliers, service providers and customers, supplier- retailer collaboration and alliances. |

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Supply Chain and Information Management:</strong> Importance of information management, IT and business management systems-MR, DRP, ERP, EIP and CPFR.</td>
</tr>
</tbody>
</table>

| **Purchasing Process:** Strategic role of purchasing in the supply chain and total customer satisfaction; purchasing cycle; supplier selection and evaluation. |

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Retail Supply Chain Management in India:</strong> Supply Chain Organization Structure and Planning in different retail sectors- food and grocery, consumer durables; supply chain infrastructure in India.</td>
</tr>
</tbody>
</table>

SUGGESTED READINGS:

2. Christopher, Martin, Logistics and Supply Chain Management , Pitman, London 1993
Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Merchandise Management: Meaning, Concept, factors affecting merchandising function, merchandise manager, functions, merchandise hierarchy, merchandise mix, components of merchandise management, merchandise strategies.

SECTION B

Merchandise Buying: Types of buying, sources of supply, identifying and contracting evaluating sources, branding strategies, category management.

Visual Merchandising: Types of display, Display Planning, Characteristics of effective display, selling power of display, methods of display- window display and interior display

SECTION C

Implementing Merchandising Plans (IMP): sequential steps for imp; logistics with goals; inventory management.

SECTION D

Financial Merchandise Management (FMM): Overview, Cost and Retail methods of accounting for FMM. Merchandise Forecasting and Budgeting, Unit Control System (UCS) , Financial Inventory Control.

SUGGESTED READINGS:
3. Gopal, W, “Retail Management” ICFAI.
4. S.L. Gupta “Retail Management”.
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-IV)

BVRM 403: ENTREPRENEURSHIP DEVELOPMENT

Time: 3 Hours
Max. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Concept of Entrepreneur: Meaning, functions, need, types and role played in economic development.

Concept of Entrepreneurship: Meaning of Entrepreneurship, factors affecting the growth of Entrepreneurship. Entrepreneurial motivation and leadership.

SECTION B

Entrepreneurship Development Programme: Role played by Govt. in conducting Entrepreneurship Development Programmes. Various institutions for conducting Entrepreneurship Development Programmes. Problems in conducting Entrepreneurship Development Programmes.

SECTION C


Starting a new enterprise, various formalities in setting a new enterprise, Tax and Legal considerations, Licensing and Registration Procedures, Assessment of the Market for the Proposed Project, various obstacles in starting a new enterprise.

SECTION D

Preparation of a Project report, Project formulation, Project design, Project Planning, Project implementation.


SUGGESTED READINGS:

**BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-IV)**

**BVRM 404: DATA BASE MANAGEMENT SYSTEM**

**Time:** 3 Hours  
**M. Marks:** 50

**Instructions for the Paper Setters:**
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTRODUCTION</strong></td>
</tr>
<tr>
<td>Basic Terminology: data, field, record, file, database, database management system. Structure of database system, Advantage and disadvantage, levels of database system, Relational model, hierarchical model, network model, comparison of these models, E–R diagram, different keys used in a relational system. DBA and responsibilities of DBA.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NORMALIZATION</strong></td>
</tr>
<tr>
<td>Normalization forms: INF, 2NF, 3NF, BCNF, 4NF, 5NF.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ORACLE</strong></td>
</tr>
<tr>
<td>Introduction to Oracle.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ORACLE</strong></td>
</tr>
<tr>
<td>SQL–DDL, DML, DCL, Join methods &amp; sub query. Operators (Union Intersection, Minus), Built in Functions, Views, Security amongst users, Sequences, Indexing, Object Oriented Features of Oracle 10g.</td>
</tr>
</tbody>
</table>

**SUGGESTED READINGS:**

1. Introduction to Database System, C.J. Date.  
2. Database Management System, B.C. Desai.  
3. Database Concept, Korth.  
4. Database Management System, Pratik Bhatia
**BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-IV)**

**BVRM 405: BUSINESS ETHICS**

**Time: 3Hrs** \hspace{2cm} **Max Marks: 50**

**Instructions for the Paper Setters:**
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ethics</strong>: Meaning, Definition, Importance, nature. Arguments in favour and against business ethics.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Corporate Governance</strong>: 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. <strong>CSR</strong>: Concept, Importance, Social responsibility of business towards different stakeholders. Arguments for and against CSR. CSR in India.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
</table>
| **Managing Ethics In The Workplace**:  
(a)Managing ethics programs in workplace  
(b) Developing code of ethics  
(c) Developing Code of conduct  
(d)Ethics Training |

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ethical Theories</strong>: Ethical Dilemmas, Sources and Their Resolutions. Individual Factors: Moral Philosophies, Organizational Factors: The Role of Ethical Culture and Relationships. <strong>Relationship between Ethics and corporate excellence</strong></td>
</tr>
</tbody>
</table>

**Suggested readings**:
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-IV)

BVRM406: LAB ON E-RETAILING AND RETAIL INFORMATION SYSTEM

Time: 3Hrs

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Note: 25 marks will be for practical to be conducted by External Examiner appointed by University. Students are required to prepare practical file.

SECTION A

Foundation of E-Retailing: Meaning, Definition, transition from traditional marketing to E- Marketing, demographics and targeting, adaptability and closed-loop marketing. Advantages and shortcomings of E-Retailing, online brand management.

E-Retailing: The current trends: Current trend analysis and measures, current status of online retailing, E-Retailing statistics in India

SECTION B

E-Commerce: Procedures and methods: Meaning and uses, M-Commerce, E-Commerce payment system, E-Payment security and challenges.

Marketing Mix in the age of E-retailing: the roles of cyber intermediaries in E-Retailing, E-Retailing and supply chain management system.

SECTION C

Online pricing and promotions: Factors affecting online pricing, different methods of online pricing, price discrimination in E-retailing, price strategies for information goods, dynamics of pricing for E-retailing, Promotional Strategies of E-retail business

SECTION D

Preparation of computer software and contents for designing website

Globalization and changing retail formats: virtual store-E-retailing international retailing-opportunities, market entry Formulas-new customized formats (customized stores, portable stores, merchandising depots. retail theatre, service mails, and customer-made stores, interactive kiosk ‘shopping arcades’)

SUGGESTED READINGS:

BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-IV)

BVRM 407: STORE OPERATIONS-II

Max. Marks: 75

PRACTICAL TRAINING

To develop necessary skills for planning, monitoring and controlling merchandise in a retail store, practical training will be provided to students regarding:

1. Planning and Managing Retail Operations
2. Types of Store Operations and functions of a store manager
3. Measuring Productivity & Operating Efficiency
4. Control techniques for successful operations and measurement of performance
5. Stock taking
6. Store layout
7. Planning and Execution of Retail Operations
8. Franchising

Store visits have to be organized for the students to make them familiar with day to day operations of a store.

SUGGESTED READINGS:

2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education
ESL 221  Environmental Studies (Compulsory Paper)

Time: 3 Hrs.  Max. Marks: 100

Teaching Methodologies
The Core Module Syllabus for Environmental Studies includes class room teaching and field work. The syllabus is divided into 8 Units [Unit-1 to Unit-VII] covering 45 lectures + 5 hours for field work [Unit-VIII]. The first 7 Units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit-VIII comprises of 5 hours field work to be submitted by each candidate to the Teacher in-charge for evaluation latest by 15 December, 2018.

Exam Pattern:
End Semester Examination- 75 marks
Project Report/Field Study- 25 marks [based on submitted report]
Total Marks- 100

The structure of the question paper being:

Part-A, Short answer pattern with inbuilt choice – 25 marks
Attempt any five questions out of seven distributed equally from Unit-1 to Unit-VII.
Each question carries 5 marks. Answer to each question should not exceed 2 pages.

Part-B, Essay type with inbuilt choice – 50 marks
Attempt any five questions out of eight distributed equally from Unit-1 to Unit-VII. Each question carries 10 marks. Answer to each question should not exceed 5 pages.

Project Report / Internal Assessment:

Part-C, Field work – 25 marks [Field work equal to 5 lecture hours]
The candidate will submit a handwritten field work report showing photographs, sketches, observations, perspective of any topic related to Environment or Ecosystem. The exhaustive list for project report/area of study are given just for reference:

1. Visit to a local area to document environmental assets: River / Forest/ Grassland / Hill / Mountain / Water body / Pond / Lake / Solid Waste Disposal / Water Treatment Plant / Wastewater Treatment Facility etc.
2. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
3. Study of common plants, insects, birds
4. Study of tree in your areas with their botanical names and soil types
5. Study of birds and their nesting habits
6. Study of local pond in terms of wastewater inflow and water quality
7. Study of industrial units in your area. Name of industry, type of industry, Size (Large, Medium or small scale)
8. Study of common disease in the village and basic data from community health centre
9. Adopt any five young plants and photograph its growth
10. Analyze the Total dissolved solids of ground water samples in your area.
11. Study of Particulate Matter (PM$_{2.5}$ or PM$_{10}$) data from Sameer website. Download from Play store.
12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

Unit-I
The multidisciplinary nature of environmental studies
Definition, scope and importance, Need for public awareness  (2 lectures)

Unit-II
Natural Resources: Renewable and non-renewable resources:
Natural resources and associated problems.
(a) Forest resources: Use and 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, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
(e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
(f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
   • Role of an individual in conservation of natural resources.
   • Equitable use of resources for sustainable lifestyles.
   (8 Lectures)

Unit-III

Ecosystems
- 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 ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)
(6 Lectures)

Unit-IV

Biodiversity and its conservation
- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity
(8 Lectures)

Unit-V

Environmental Pollution
Definition
- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- 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
(8 Lectures)

Unit-VI

Social Issues and the Environment
- From unsustainable to sustainable development
- Urban problems and 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.
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-IV)

- Wasteland reclamation
- Consumerism and waste products
- Environmental Protection Act, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

(7 Lectures)

Unit-VII

Human Population and the Environment
- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights
- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health
- Case Studies

(6 Lectures)

Unit-VIII

Field Work
- 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

(Field work equal to 5 lecture hours)

References:

2. Down to Earth, Centre for Science and Environment, New Delhi.
9. State of India’s Environment 2018 by Centre for Sciences and Environment, New Delhi
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-V)

BVRM501: PERSONALITY & SOFT SKILLS DEVELOPMENT

Time: 3 Hours  M. 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 personality development- Concept of personality—Meaning, factors effecting personality, Theories of development of personality- Freud’s Psychoanalytical theory, Carl Jung’s Model of personality, Maturity- Immaturity theory.

Basic Personality Traits- Values, Beliefs, Interactions, Experiences, Environmental influences, Moral Values, The big five dimensions.

Understanding Personality- Determining types of personality, Personal Growth, Personality and career choice, Changing the personality- conditioning, attitude alteration, adaptation and controlling emotions at workplace.

Personality disorders at workplace- Paranoid, antisocial, borderline, narcissistic, avoidant, dependent, obsessive- symptoms, causes and treatments.

PART II

Soft skills- Introduction: concept and significance, Effective communication: need, process and barriers in process of effective communication.

Business etiquette skills: Business Writings, Time Management, Motivational Skills, Supervisory and Team Building Skills and Managing Meetings.

Telesales/ Telemarketing Skills

Customer Service Excellence: Meaning-customer service, Ways to improve customer service, Becoming a successful service person, Handling customer complaints, Putting it all into practice
SUGGESTED READINGS:

5. Effective English Communication for you. Emerald Publishers, Chennai
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
Finance function - scope & importance, objectives: Financial goals - profit vs. Wealth; time value of money - discounting and compounding; sources of long term funds, factors affecting long term funds requirement;
Cost of capital - concept, components, weighted average cost of capital, cost of equity share capital, retained earnings; operating and financial leverages.
Capital structure: determinants of capital structure, capital structure theories.

Part-B
Capital budgeting - Process, Project Selection, estimation of project cash flows, capital Budgeting Techniques.
Dividend policy, forms of dividends theories, bonus shares.
Receivables Management, Inventory Management and Cash Management.

SUGGESTED READINGS:

BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-V)

BVRM503 ADVERTISING AND SALES MANAGEMENT

Time: 3 Hours                                                                                                  M. 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
Advertising- Meaning, role and importance of advertising. Advertising objectives (DAGMAR), Advertising budgets, advertising campaign, advertising themes and appeals.
Organizational structure of advertising agency and its functions.

Media planning and media research: Promotion and distribution decisions, Promotional tools, personal selling, publicity and sales promotion, distribution channel decisions.

Part-B
Sales Management-nature, scope, importance. Qualities of good salesman, process of selling, Salesmanship.

Sales organization-need for sales organization and their structure, Sales Manager’s functions and responsibilities, planning for major customers and sales budgets

Development and sales training programme, motivating sales staff, incentives planning, Evaluating staff performances, sales forecasting: methods of sales forecasting, sales planning and control.

SUGGESTED READINGS

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


Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales.

Part–II

SUGGESTED READINGS:

BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-V)

BVRM 505: BUSINESS LAWS

Time: 3 Hours  M. 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


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.


SUGGESTED READINGS:

BVRM 506: FUNDAMENTALS OF VISUAL MERCHANDISING -I

M. Marks: 75
Practical: 75

Introduction to VM-1

• Store Displays and design
• Mannequins
• Props & Signage
• Tools and Materials of the Trade
• Fixtures and Lighting
• Store Planning and Layout
• Store Renovation including budgets

Detailed practical sessions and regular visits to various stores will be organized. Students will be trained to put up displays etc.

SUGGESTED READINGS:

1. Dravid Gilbert, Retailing Marketing, Prentice Hall - Pearson Education
Capstone is a project which summarizes the knowledge of students which they have gained practically in all the semesters. Students will make a real-time project in which they will open their own retail outlet. For this purpose, students will pursue independent research on a problem of their choice and prepare a project under the guidance of an expert and will produce a substantial paper that will reflect a deep understanding of the topic.
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**
Retail Operations – concept, elements and components.
Retail supply management: definition & scope, integrated supply chain planning, innovations in supply chain management.
CRM in retailing – process, planning and implementing loyalty programs.
Category Management – Meaning, definition, scope and importance, components and steps involved in category management. Brands-meaning, manufacturer's brands vs. private label brands.

**PART-II**
Retailing Information systems, Retail market strategy, Strategic planning process.
Retail Marketing Mix, Personal Selling in Retail process, Retail Promotion: Role, objectives and significance.
Store Management – Store layout and planning, floor space management, planogram, inventory planning: quick response inventory planning, managing displays, cashiering process, store promotion and events-meaning and types, management of store promotions and events.

**SUGGESTED READINGS:**
2. Gilbert: Retail Marketing Management, Pearson Education India, 2003
3. A. Sivakumar: Retail Marketing, Excel Books India, 2007
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-VI)

BVRM602: MARKETING MANAGEMENT

Time: 3 Hours

M. 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 marketing: Meaning, nature, scope and importance of marketing, marketing philosophies, Marketing concept and its evolution; Marketing mix; Role of Marketing in developing economy

Understanding marketing environment: Company’s Micro environment, Macro environment, Responding to the Marketing Environment, consumer and organization buyer behaviour, market measurement

Marketing research: market segmentation:- meaning, benefits and bases of segmentation, targeting, positioning:- meaning and importance, major bases of positioning a product.

Product Decisions: Concept of a product, Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labelling; Product life-cycle–strategic implications; New product development and consumer adoption process.

Part II

Pricing decisions: determinants of price, pricing process, policies and strategies.

Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions;

Promotion and distribution decisions: Communication process, promotion tools: Advertising, personal selling, publicity and sales promotion

Emerging trends and issues in marketing: Consumerism, rural marketing, societal marketing, direct and online marketing, green marketing, retail marketing, customer relation marketing.
SUGGESTED READINGS

2. Ramaswamy, V.S. and Namakumari, S., “Marketing Management: Global Perspective,
   Thomson South Western.
6. Kotler Philip, Marketing Management: Analysis, Planning, Implementation & Control,
   Prentice Hall of India, New Delhi.
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BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-VI)

BVRM603: PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 Hours M. 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- Concept of Production & Operations Management, Product and Service
Continuum. Types of Production Systems. Operations Strategy: Linkage with Corporate
Strategy and capabilities, Product Development Process, Production Process- selection,
design and analysis, Facility- location and layout, capacity planning.
Scheduling for manufacturing systems: Production Scheduling Techniques – Sequencing.
Economic Batch Quantity, Network Analysis. Basics of job design, Work study and Work
measurement.

PART- II

Contemporary issues in Production and operations management- Essentials of Quality control
and Total Quality Management, ERP, Supply Chain Management, Environmental
Management, Value Engineering and Analysis.
Basics of ISO: its significance in today’s competitive environment.

SUGGESTED READINGS:
1. Operations Management Theory & Practice, B. Mahadevan, Pearson Education
3. Operations and Supply Chain Management: F. Robert Jacobs, Richard B. Chase,
4. Techniques of Value analysis and Engineering: Lawrence D. Miles
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, Meaning, Type, (Direct and Indirect) Features, Scope, Merits & Demerits. Central Sales Tax, Service Tax and VAT.

Basic Concepts of Income Tax, Residential Status and Tax Incidence, Income Exempted from Tax. Income from Profits and Gains of Business and Profession. Income from Capital Gains, Income from Other Sources.

PART-II

Deductions from Gross Total Income, Set Off and Carry Forward of Losses, Clubbing of Income, Assessment of Companies.

Filing of Return, PAN, Deduction of Tax at Source, Advance Payment of tax, VAT/Service Tax/Indirect Tax.

SUGGESTED READINGS:
1. Malhotra H.C., Income Law and Practice, SahityaBhawan Publication
2. Singhania V.K, Student Guide to Income Tax, Taxmann Publication
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-VI)

BVRM605: ELEMENTS OF SALESMANSHIP

Time: 3 Hours M. 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: Concept of Salesmanship, Changing Roles and Functions of a Salesman. Importance of Personal Selling In the Context of Competitive Environment. Types of Selling.

Salesman Career: Career Counselling & Guidance, Types of Salesman, Retail, Wholesale, Specialized Salesman, Duties, Responsibilities, Opportunities and Growth in the Sales Field, Qualities, Physical, Mental, Psychological, Social and Cultural -Rewards in Selling: Financial and Non-Financial Incentives, Sources of Recruitment of Sales Force, Methods of Training Salesmen.

Part-II


SUGGESTED READINGS:

4. Pradhan, Jakate and Mali, Elements of Salesmanship and Publicity, Kitab Mahal.
5. Leon G. Schiffman, Consumer Behaviour, Pearson, 2010
BACHELOR OF VOCATION (B.VOC.) RETAIL MANAGEMENT (SEMESTER-VI)

BVRM 606: FUNDAMENTALS OF VISUAL MERCHANDISING -II

M. Marks: 75
Practical: 75

Introduction to VM-II

- Store Displays and design
- Mannequins
- Props & Signage
- Tools and Materials of the Trade
- Fixtures and Lighting
- Store Planning and Layout
- Store Renovation including budgets

Detailed practical sessions and regular visits to various stores will be organized. Students will be trained to put up displays etc.

SUGGESTED READINGS:

1. Dravid Gilbert, Retailing Marketing, Prentice Hall - Pearson Education
BVRM 607: TRAINING PROJECT

Time: 8 Weeks                                      M. Marks: 75
Project Report: 50                                 Project Presentation: 25

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training. The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report. Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 25 marks) on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student.

The evaluation of the remaining 50 marks shall be made by external examiner appointed by the university who shall evaluate the report on the basis of presentation and the assessment report received from the organization where student has undergone Training.