

FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

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

Session: 2019-20



GURUNANAKDEVUNIVERSITY AMRITSAR

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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) OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR Punjab History & Culture (From Earliest Times to C 320) (Special Paper in lieu of Punjabi Compulsory)	50	-	50
BVC-102	Communication Skills in English-I	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
	*Drug Abuse: Problem, Management and Prevention (Compulsory)	50	-	

Semester-II				
Course Code	Course Title	Theory Marks	Practical Marks	Max Marks
BVC 201	Punjabi (Compulsory) OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR Punjab History & Culture (C 320 to 1000 B.C.) (Special Paper in lieu of Punjabi Compulsory)	50		50
BVC-202	Communication Skills in English-II	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
	*Drug Abuse: Problem, Management and Prevention (Compulsory)	50	-	

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

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

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-221	*Environmental Studies (Compulsory)	100	-	100

***Note :- Student can opt Environmental Studies Paper whether in 4th Semester and the marks are not included in the total marks.**

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

ਸੈਕਸ਼ਨ-ਏ

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ),
(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਪ੍ਰਸ਼ੰਸਾ ਸਾਹਿਤ ਵਿਆਖਿਆ, ਸਾਰ)

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ-ਸੰਗ੍ਰਹਿ)
ਸੰਪਾ. ਸ.ਸ.ਅਮੋਲ,
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ । (ਲੇਖ 1 ਤੋਂ 6)
(ਨਿਬੰਧ ਦਾ ਸਾਰ, ਲਿਖਣ-ਸ਼ੈਲੀ)

ਸੈਕਸ਼ਨ-ਸੀ

(ੳ) ਪੈਰਾ ਰਚਨਾ
(ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।

ਸੈਕਸ਼ਨ-ਡੀ

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ,
ਸੁਰ-ਪ੍ਰਕਾਸ਼।
(ਅ) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ
ਉਪ-ਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ।
ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ
ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

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

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤ੍ਰਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ)
ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
(ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ)

ਸੈਕਸ਼ਨ-ਸੀ

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇ-ਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂਆਦਿ ਨਾਲ ਸੰਬੰਧਤ।

ਸੈਕਸ਼ਨ-ਡੀ

ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰ੍ਹਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

BVC 101: 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.
4. The Indo-Aryans: Original home and settlements in Punjab.

Section C

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

Section D

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

Suggested Readings

1. L. M Joshi (ed.), *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab*, Vol.I, Patiala 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma, *Life in Northern India*, Delhi. 1966.
5. Chopra, P.N., Puri, B.N., & Das, M.N.(1974). *A Social, Cultural & Economic History of India*, Vol. I, New Delhi: Macmillan India.

BVC 102: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

BVC-103: INVENTORY AND EVENT MANAGEMENT

Time: 3Hrs

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

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

Section-B

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

Section-C

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.

Section-D

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

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

BVC-104: FUNDAMENTALS OF MANAGEMENT

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

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.

Section -B

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.

Section-C

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

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

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

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Section-D

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

1. Visit to a retail store and observe different ways of communicating effectively with members of a store team.
2. How to carry out verbal instructions from other team members and supervisors.
2. Visit to various retail stores and observe their departmentation.
3. Staffing practices of various Retail Stores.
4. 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

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

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

Section-B

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

Section-C

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

Section-D

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

Practical, Training and Teaching Solutions

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

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

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

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 .

Section-B

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.

Section-C

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.

Section-D

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

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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

Drug Abuse: Problem, Management and Prevention

PROBLEM OF DRUG ABUSE

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

Meaning of Drug Abuse:

Meaning, Nature and Extent of Drug Abuse in India and Punjab.

Section – B

Consequences of Drug Abuse for:

Individual	:	Education, Employment, Income.
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.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism*. Harmond Worth: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.

7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, "*Punjab's Drug Problem: Contours and Characteristics*", Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

BVC 201:ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ-ਏ

ਆਤਮ ਅਨਾਤਮ (ਕਹਾਣੀ ਭਾਗ),
(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ-ਵਸਤੂ, ਪਾਤਰ ਚਿਤਰਨ)

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ-ਸੰਗ੍ਰਹਿ)
ਸੰਪਾ. ਸ.ਸ.ਅਮੋਲ,
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ। (ਲੇਖ 7 ਤੋਂ 12)
(ਸਾਰ, ਲਿਖਣ ਸ਼ੈਲੀ)

ਸੈਕਸ਼ਨ-ਸੀ

(ੳ)ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ
(ਅ)ਨਾਮਕ ਸ਼ਬਦ

ਸੈਕਸ਼ਨ-ਡੀ

(ੳ)ਸੰਖੇਪ ਰਚਨਾ
(ਅ)ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

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

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ
(ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
(ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)
(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਸੈਕਸ਼ਨ-ਸੀ

ਪੈਰ੍ਹਾ ਰਚਨਾ
ਸੰਖੇਪ ਰਚਨਾ

ਸੈਕਸ਼ਨ-ਡੀ

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)
ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

BVC 201: 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

1. L. M Joshi (ed), *History and Culture of the Punjab*, Art-I, Punjabi University, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab* , Vol.I, Punjabi University, Patiala, 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma: *Life in Northern India*, Delhi. 1966.

BVC 202: COMMUNICATION SKILLS IN ENGLISH – II

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

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 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

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 Visual Merchandising (VM): Introduction, Objectives, Elements-Atmospherics, 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.

Section-B

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, Store Design and Display: Concept of Store Design and Product Display, Purpose, content, style and importance of displays, Guidelines for store displays

Section-C

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.

Section-D

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

1. Interactive Lectures- Basic Interaction among students.
2. Interactive sessions on the importance of visual merchandising
3. Lectures on importance of Visual Merchandising and Window displays.
4. Knowledge about different equipments and materials used for displays.
5. Demonstrate an understanding of the principles and elements of design through the creation of visual displays and exhibits.
6. Create props, signage for use in displays and exhibits.
7. Identify the types of Store Exteriors and Interior Display Components.
8. Visit to a retail store or departmental store for identification of various types of merchandising planning and assessing their merchandise presentation techniques.
9. Visit to a retail store to study the store layout, design and displays.
10. Discussion on safety requirements while changing displays.
11. Visit to a retail store and observe work related injuries while moving goods.
12. 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, 9th Edition.

BVC-204: RETAIL SHOPPER BEHAVIOUR

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

Shopper Behavior: Introduction, Concepts & Techniques for Understanding the retail dynamics of customer buying behaviour process.

Section-B

Model of retail consumer behaviour, personal, social and cultural influences on the customer and understanding customer needs and motives.

Section-C

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.

Section-D

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.
- 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, NewDelhi
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

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

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.

Section-B

Formulating an effective team management programme. Planning and organizing learning of manager and team members. Supporting the work team, maintaining personal presentation,

Section-C

Retail manager interaction and cooperation with team members. Developing effective leadership and motivational programmes for team members

Section-D

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

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

Focus on Customers: Understanding the Customers and its needs, Understanding CustomerService, 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.

Section-B

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.

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

Section-C

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

Section-D

CRM Strategy: CRM strategy development process, customer strategy, The CRM valuecreation 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

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

BVC-207: SEMINAR

Max. Marks: 50

Drug Abuse: Problem, Management and Prevention

DRUG ABUSE: MANAGEMENT AND PREVENTION

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

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

Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

References:

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism. Harmond Worth*: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.

8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, "*Punjab's Drug Problem: Contours and Characteristics*", Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

BVC-301: COMMUNICATION AMONG STAKE HOLDERS

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

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

Section-B

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

Section-C

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

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

Section-D

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. (1974). 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: 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

Fundamentals of accounting: - objectives, characteristics and types of accounting, Role of Accountant, Users of Accounting Information, Accounting Principles, Advantages and Limitations of Accounting.

Section-B

Double entry System, book keeping preparation of journal and ledger, Subsidiary books procedure to prepared different types of cash books. Bank Reconciliation Statements.

Section-C

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: GST, and other duties. Various Modes of Payment.

Section-D

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

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 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

SECTION-B

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.

SECTION-C

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

SECTION-D

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: 40

Practical: 10

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: 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).

Section-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.

Section-C

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.

Section-D

MS–PPT: Presentation Meaning, Elements of a presentation, Designing presentation, Transformational Leadership.

Recommended Books:

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

BVC-305: RETAIL SERVICES AND OPPORTUNITIES

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 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.

SECTION-B

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.

SECTION-C

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

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

SECTION-D

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

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.

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

SECTION-B

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

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,

SECTION-D

Procedure for evacuation including alarm raise, exits and assembly points

Emergency response techniques

Investigation procedure and report

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

BVC-307: SUMMER TRAINING PROJECT

Max. Marks: 50

BVC-401: COMPUTER APPLICATIONS IN RETAIL – II

Time: 3 Hrs

Max. Marks : 50

Theory Marks: 40

Practical:10

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

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.

Section-B

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

Section-C

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,

Section-D

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: 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

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

Corporate Governance. Origin and Development of Corporate governance, Theories underlying Corporate Governance: Stakeholder'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.

Section-B

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

Section-C

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

Section-D

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: 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

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.

Section-B

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.

Section-C

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,

Section-D

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, 1stEdition.
3. Pradhan, Swapna (2007), Retail Management – Text and Cases , Tata McGraw Hill, 2nd Edition.
4. Gilbert, David (1999) Retail Marketing Management , Prentice Hall, 1stEdition.
5. Berman, Barry and Joel R. Evans (2006),Retail Management – A Strategic Approach, Pearson Education, 9 th Edition.

BVC-404: BUSINESS LAWS

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

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.

Section-B

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.

Section-C

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.

Section-D

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 BusinessPublications, USA.

BVC-405: MARKETING PLANNING

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

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

Section-B

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.

Section-C

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.

Section-D

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: 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: 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

Section-B

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

Section-C

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

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

Section-D

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).

BVC-407: SEMINAR

ESL 221 Environmental Studies (Compulsory Paper)
(Student can opt this Paper whether in 3rd or 4th Semester)

Time: 3Hrs.

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 hand written 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 PM₁₀) 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.
- 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:

1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
2. Down to Earth, Centre for Science and Environment, New Delhi.
3. Heywood, V.H. & Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
4. Joseph, K. & Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
7. Sharma, J. P., Sharma, N.K. & Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
10. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi.

BVC-501: HUMAN RESOURCE MANAGEMENT IN RETAIL

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided in to there 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.

BVC-502: ECONOMICS FOR EXECUTIVES

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided in to there 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 in to there 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 in to there 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.

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”

BVC-505: ADVERTISING AND SALES MANAGEMENT

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided in to there 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.

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.

BVC-506: MANAGEMENT INFORMATION SYSTEM

Time: 3Hours

Max Marks: 50

Note: The question paper covering the entire course shall be divided in to there 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 – nonimpact 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

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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 in to there 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 in to there 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 in to there 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 in to there 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 10marks.

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 in to there 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: Laspeyres 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", 7th Edition, 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 in to there 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 10marks.

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 chainmanagement, 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