FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

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

Session: 2019-20

GURUNANAKDEV UNIVERSITY
AMRITSAR

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(ii) Subject to change in the syllabi at any time.
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### Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester System)

#### Semester-I

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Theory Marks</th>
<th>Practical Marks</th>
<th>Max Marks</th>
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<tbody>
<tr>
<td>BVC 101</td>
<td>Punjabi (Compulsory) OR Punjab History &amp; Culture (From Earliest Times to C 320) (Special Paper in lieu of Punjabi Compulsory)</td>
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<td>BVC-102</td>
<td>Communication Skills in English-I</td>
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<td>BVC 103</td>
<td>Inventory and Event Management</td>
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<td>BVC 104</td>
<td>Fundamentals of Management</td>
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<td>BVC 105</td>
<td>Retailing Principles and Practices</td>
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<td>BVC 106</td>
<td>Retailing Strategy</td>
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#### Semester-II

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<td>Visual Merchandising and Product Display</td>
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<td>Retail Shopper Behaviour</td>
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<td>Team Management in Retailing</td>
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<td>BVC 206</td>
<td>Customer Services and Strategy</td>
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*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

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<td>Organizational Behaviour</td>
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<td>Computer Applications in Retail - I</td>
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<td>Retail Services and Opportunities</td>
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<td>BVC 406</td>
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*Note :- Student can opt Environmental Studies Paper whether in 4th Semester and the marks are not included in the total marks.
Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester System)

**SEMESTER-V**

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<td>Economics for Executives</td>
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<td>Cost Accounting and Management Accounting</td>
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<td>Entrepreneurship and Small Scale Business</td>
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<td>Brand Management</td>
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<td>Mall Management</td>
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<td>Statistical Analysis for Business</td>
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<td>Lab on E-Marketing</td>
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BVC 101: पीएम (कस्टम्स)

भाग : 3 पृष्ठे

पुस्त-बुझ अंके पुस्त-पुमड़ाँ

मैवमृत-पै

आमने-सामने (बदिया क्रम),
(सभा, महिला गृह गृह लिखिता लिखिता लिखिता)
लिख लिख लिख पुस्त-पुमड़ाँ
(भूगुणा मार्ग अभ्यास, मार्ग)

मैवमृत-गी

निचित्तमृत नारां (निचित्तमृत संस-संबंधी)
(नर्म, म.म.अनेक, नर्माणि मार्हू पुस्त-पुमड़ाँ, अधिभाजन)। (खंड 1 ते 6)
(निचित्त रचना मार्ग, निचित्र-सौजी)

मैवमृत-गी

(१) पेशा उत्तरा

(२) पेशा पऩे वे पुस्त-पुमड़े वे धुन्ड।

मैवमृत-डी

(३) पर्याय पृथ्वी विनिदङ्क : धृतराष्ट्र मार्ग, धृतराष्ट्र मार्ग वे विदी वां, विद्वान, विद्वान, विद्वान, पुस्त-पुमड़े।

(४) ब्राह्म देवलकिशन : ब्राह्म देव देवलकिशन लिख, ब्राह्म मार्हू देव-देव देव अंदर, पर्यायी देव-देवलकिशन देव पुस्त-पुमड़े।

घोष-घोष मार्हू पृथ्वीवस्तु हस्ता उपाधियाँ

1. धुन्ड पऩे वे कम कम कम हटाने। उत तत्त्व विलय वे पुस्त-पुमड़े मान्य।

2. तत्त्वाधारी मार्हू वे धृतराष्ट्र पुस्त-पुमड़े मान्य। उत तत्त्व विलय रूप पुस्त-पुमड़े तत्त्वाधार।

3. उत्तरा पृथ्वी मार्हू वे कम मार्हू मार्हू।

4. धुन्ड पऩे वे कम पऩे कम मार्हू वे नृत्य पुस्त-पुमड़े सिरे नृत्य पुस्त-पुमड़े रूप वे नृत्य पुस्त-पुमड़े विलय मार्हू।
BVC 101: प्रथम भाग
(In lieu of Compulsory Punjabi)

मात्र : 3 पृष्ठ

पत्रवाण

मैत्रमत-दे

पुंजी अध्ययन, आंशिक नृप, पैद पांविंदक शिखर बंद अंदू पैन दिस पेट
पहँच हल अंदू भद्दा (पंजाबी साक-भाषा)
लक्ष्य (फिल्ड, दिल्ली, भागल) : पढ़ाई अंदू हलू

मैत्रमत-धी

पंजाबी मान्स-साक-भाषा
(मान्स, मान्स-साक, मान्स-साक, मान्स-साक, भांस-साक, भांस-साक, विद्वेश साक)

मैत्रमत-धी

हिंद दिवार सी पंजाबी मान्स-धी : ग्राम-धारी, ग्राम-धारी, ग्राम-धारी, पैंड पहे ऊप पैंड पाँड भांस-धी धी मान्स-धी

मैत्रमत-धी

उदाहरण दे मंद मिश्रां दे तंग, घांस भांसिमां दे तंग, तुंग दे तंग, दित दे मैं उन मिट्टी मांसां दिस

भौं-धी अंदू वेतवजाप संदी उनविधुज

1. पुंजात बल्ट दे चुं भां तेट्टो। उत भां तिच दे पुंजात पूंह नर्तो।
2. तिचमांकी हो रुंग पूंह चुं भां तेट्टो। उत भां तिच दिस पूंह लमां दे।
3. विद्वेश पूंह दे विद्वेश अंदू दर।
4. पैद पैद बल्ट दे चुं भां तेट्टो उन पुंजात सी दंड अंदू दंड दे दंड चुं भां चुं भां दिस दंड दंड दिस दंड दर।
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.

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

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

Suggested Readings
1. L. M Joshi (ed.), History and Culture of the Punjab, Art-I, Patiala, 1989 (3rd edition)
4. B.N. Sharma, Life in Northern India, Delhi, 1966.
Bachelor of Vocation (B.Voc.)  
Retail Management & IT (Semester-I)  

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:

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


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

Section-D


Coordination: Principles and Techniques, Difference between coordination and cooperation.

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.

3. Visit to various retail stores and observe their departmentation.

4. Staffing practices of various Retail Stores.

5. Application of management Principles in various retail stores.

Suggested Readings:


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 merchandising and 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:

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

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:

6. Retail Management by Chetan Bajaj, Rajnish Tuli, & Nidhiv Srivastava, Publisher: Oxford University Press.
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:

Section – B

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

Section – C

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

Section – D

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

References:

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

BVC 201: ਪੀਠਾਧੀ (ਲਾਫ਼ਜ਼ੀ)

ਸਭਾ : 3 ਪੈਟੇ                      ਬੁਰੁਜ ਭੇਗ : 50

ਪ੍ਰਾਪਤ ਵੁੱਧ ਅਤੇ ਪ੍ਰਾਪਤ ਧਾਰਾਵਾਂ

ਮੈਵਾਸ਼੍ਰ-ਪੇ

ਆਦਮ ਅਧਾਰ (ਰਕਬੀ ਬਾਜ਼ਾਰ).
(ਸੂ. ਸਰਕਾਰਵਾਲੀ ਬਾਜ਼ਾਰ ਵਿਭਾਗ ਮੰਡੀ ਸੇਵਾ)
ਅਧਾਰ ਵਸਤੂ ਚਲੀ ਪੂਰਵਕਲਾਤਮਿਕ, ਅਧਿਐਨ ਵਾਦ
(ਦੱਖਣ-ਰੋਡ, ਬਾਲਵ ਕਵਰਾਲ)

ਮੈਵਾਸ਼੍ਰ-ਪੀ

ਹਿਨਦੀਵਾਬ ਪ੍ਰਧਾਨ (ਹਿਨਦੀ ਵਾਬ ਲੇਖ-ਮੰਗਦੀ)
ਸਿਆਸ਼. ਸੂ.ਅਧਿਐਨ,
ਪ੍ਰਧਾਨ ਪ੍ਰਧਾਨ ਪ੍ਰਧਾਨ, ਚਰਚਾਤਮਕ (ਲੇਖ 7 ਤੋਂ 12)
(ਵਾਦ, ਲਿਸ਼ਟ ਪ੍ੰਡੀ)

ਮੈਵਾਸ਼੍ਰ-ਪ੍ਰੀ

(ਅ)ਪਾਸ਼ੀ-ਚਟਦੋਠ ਅਤੇ ਪਾਸ਼ੀ ਤਰਕਾ : ਪ੍ਰਧਾਨਾ, ਬਾਲੇ ਮੰਡੀ
(ਆ)ਪਾਸ਼ੀ ਪੁੱਤਰ ਸੀ

ਮੈਵਾਸ਼੍ਰ-ਜੀ

(ਅ)ਅਧਿਐਨ ਤਰਕਾ
(ਆ)ਛਾਦਣੀ ਅਤੇ ਅਧਿਐਨ

ਆਦ-ਬੱਖਾ ਅਤੇ ਪਾਸ਼ੀ ਵਾਬਾਲ ਬਚਤੀ ਉਪਗਰੁਣਾਂ

1. ਪੁੱਤਰ ਪ੍ਰਧਾਨ ਦੇ ਚਾਟ ਬਾਜ਼ਾਰ ਦੇ ਚਾਟ ਬਾਜ਼ਾਰ ਦੇ ਚਾਟ ਬਾਜ਼ਾਰ।
2. ਹਿਨਦੀਵਾਬ ਪ੍ਰਧਾਨ ਦੇ ਚਾਟ ਬਾਜ਼ਾਰ ਦੇ ਚਾਟ ਬਾਜ਼ਾਰ।
3. ਦੱਖਣ ਪੁੱਤਰ ਦੇ ਚਾਟ ਬਾਜ਼ਾਰ।
4. ਪ੍ਰਧਾਨ ਬਾਜ਼ਾਰ ਨੀਵ ਰਹਿਣ ਲਿਦੇ ਹੁੰਦੇ ਹਨ ਪ੍ਰਧਾਨ ਬਾਜ਼ਾਰ ਦੇ ਚਾਟ ਬਾਜ਼ਾਰ।

ਚਾਟ-ਪੁੱਤਰ ਹੁੰਦੇ ਹਨ ਪ੍ਰਧਾਨ ਬਾਜ਼ਾਰ।
BVC 201: पैमाने
(In lieu of Compulsory Punjabi)

मात्रा: 3 खंडे  
बुल औंग: 50

पाठ-दूध

मैत्रमूल-दे

मध्य मैटिकां: पढ़ाई अंजें दलवें
(संघ, पढ़ाई, विज्ञान, विज्ञान, विभाग विभाग, मर्मपत्र, जैदेव अंजें प्रभाव)

मैत्रमूल-सी

पूर्णपरी दल अंडवें: म्युजियर सच-पढ़ाई
(ि) सापाद दल, मेराउट दल अंजें विभाग दल (पढ़ाई अंजें दलवें)
(िि) विभागीय दल, पुरुष क्रिया दल अंजें पुरुषी दल (पढ़ाई अंजें दलवें)

मैत्रमूल-मी

पैक उपधि  
अक्षर उपधि

मैत्रमूल-धी

हिंदी पंजी (पत्रिका अंजें सड़की)  
अभास अंजें भुगतने

अंक-सँग्रह अंजें पनीविश्वव सठी उत्तरावर्त

1. पुरूष पंजी दे कल जना करती। उद जना दिशें दे पुरूष पूंढे करते।
2. विभागीय दे दल यौन पुरूष करते गुठ। उद जना दिशें दिल पुरूष समाचार दे।
पूर्णपरी दल विशी दी जना दिशें बीड़ ना मूल्यहै दे।
3. उदेन पुरूष दे वर्गण अंजें गुठ।
4. विख्यात मैंट कल जना नसक अंजें उं मूर्ता स्व दंड अंजें दंड वे दंड जना विद्य-पुरूषां दिल पूर्णहै।
Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-II)

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)
25
Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-II)

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

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, supermarket 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:


BVC-204: RETAIL SHOPPER BEHAVIOUR

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 retails 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, New Delhi*
2. Dunne, RETAIL MANAGEMENT, *Cengage Learning Pvt. Ltd, New Delhi*
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

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

Section-B
Delivering quality services: Services based components of quality, perceived quality, gaps in quality, Benchmarking, TQM and customer satisfaction measurement techniques, Strategies for improvement of service quality service guarantee.
Customer Service strategy: Introduction, Features, elements, Steps in identifying a service strategy, Service strategy processes, Framework, Organizing for service strategy, Technology considerations, Implementing service strategy

Section-C

Section-D

Suggested Readings:
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

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


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:
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

Section-B

Section-C

Section-D
Understanding uses of various equipments used in payment process.

Suggested Readings:
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:
BVC-304: COMPUTER APPLICATIONS IN RETAIL – I

Time: 3 Hrs

Max. Marks : 50
Theory: 40
Practical: 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: 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 (complier, 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.


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:
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 Prenice 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:
3. Safety Matters–A guide to Health and Safety at work, Adrian Flynm A nd John Shaw
5. Health and Safety, Environment and Quality Audits By Stephen Asbury
Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-III)

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
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

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

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

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 contact 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:

   Company, Lucknow.


   BusinessPublications, USA.
BVC-405: MARKETING PLANNING

Time: 3 Hrs

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 Research Process

Section-B

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:
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:

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

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 PM$_{10}$) data from Sameer website. Download from Play store.
12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

Unit-I  
The multidisciplinary nature of environmental studies  
Definition, scope and importance, Need for public awareness  
(2 lectures)
Unit-II
Natural Resources: Renewable and non-renewable resources:
Natural resources and associated problems.
(a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
(b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
(c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
(d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
(e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
(f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

(8 Lectures)

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

(6 Lectures)

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

(8 Lectures)

Unit-V
Environmental Pollution
Definition
- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

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

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:
2. Down to Earth, Centre for Science and Environment, New Delhi.
9. State of India’s Environment 2018 by Centre for Sciences and Environment, New Delhi
Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-V)

BVC-501: HUMAN RESOURCE MANAGEMENT IN RETAIL

Time: 3 Hours
Max Marks: 50

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

PART -II

References
2. Personnel Management – C. B. Mamoria
BVC-502: ECONOMICS FOR EXECUTIVES

Time: 3 Hours
Max Marks: 50

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

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

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

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

PART-I
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
BVC-503: COST ACCOUNTING AND MANAGEMENT ACCOUNTING

Time: 3Hours  Max Marks: 50

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

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

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

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

PART I

PART II

References
4. Ravi M. Kishore: Management Accounting
5. Sashi Gupta and R.K. Sharma: Management Accounting
Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-V)

BVC-504: ENTREPRENEURSHIP AND SMALL SCALE BUSINESS

Time: 3 Hours
Max Marks: 50

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

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

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

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

Part I

Part II
Suggested Readings:

1. Hall, B. Pricke; and Royce L. Brahamson, “Small Business Management”.
5. Sharma, R.A, “Entrepreneurial Change in Indian Industries”.
Bachelor of Vocation (B.Voc.)
Retail Management & IT (Semester-V)

BVC-505: ADVERTISING AND SALES MANAGEMENT

Time: 3 Hours
Max Marks: 50

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

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

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

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

Part I

Part II
Suggested Readings:

BVC-506: MANAGEMENT INFORMATION SYSTEM

Time: 3 Hours  
Max Marks: 50

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

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

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

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

PART I

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

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

PART II

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


References:
1. Management Information System - Murdick and Ross
3. Management Information System - Gordon B Davis
4. Management Information System - James O'Brien
5. Computer applications in business - Subramanian K
BVC-507: SEMINAR

Max Marks: 50
BVC-601: SUPPLY CHAIN MANAGEMENT

Time: 3 Hours

Max Marks: 50

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

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

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

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

PART-I

Definition, Scope, Need, Challenges in Supply chain management, Uncertainty and supply chain management, Supply chain Drivers and Obstacles, Supply chain Network, Different types of Supply Chain Networks.
Forecasting- Importance, Different Kind of Forecasting Techniques in Estimating Demand, Methods Used to Determine Accuracy of forecast, Sourcing and vendor selection, Routing and Route sequencing.

PART-II

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

1. Supply Chain Management - Strategy, Planning and Operation, Chopra, Sunil and Peter Meindl, Prentice Hall of India
3. Essentials of Supply Chain Management, Mohanty R. P and S. G. Desmukh, Phoenix publishing
8. Operations Management, Mahadevan B., Pearson Education
BVC-602: INTERNATIONAL RETAILING

Time: 3 Hours                           Max Marks: 50

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

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

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

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

PART-I


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
4. The Art of Retailing - A. J. Lamba
5. Retail Management; A Strategic Approach - Barry Berman, Joel R Evans
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

Suggested Readings:
1. Keller, Kevin Lane: Strategic Brand Management: Building, Measuring and Managing
6. Dunne, Patrick M; Lusch, Robert F.; and Griffith David A.: Retailing (Cengage, New Delhi)
Note: The question paper covering the entire course shall be divided into three sections.

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

**Section B:** It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 9 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 this section shall be 20 marks.

**PART-I**

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


**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: 3 Hours  Max Marks: 50

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

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

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 6 and 9 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.

Suggested Readings:

Time: 3Hours  Max Marks: 50

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PART-I

Introduction

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

Practical: Lab Sessions on specific topics of syllabus
References:

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


5. Online Advertising: Display Advertising