

MATA GUJRI COLLEGE, FATEHGARH SAHIB

B. Voc. (Retail Management) 3rd Year

(2018-19)

(SEMESTER-V)

Subject	Paper code	Title of paper	Category	Contact hours per week				Examination scheme marks			Credits
				L	T	P	Total	Internal	External	Total	
Core1	BVR-501	Total Quality Management	General	4	1	-	5	40	60	100	5
Core 2	BVR-502	Retail Consumer Behavior	General	4	1	-	5	40	60	100	5
Core 3	BVR-503	Mall Management	Skill	4	1	-	5	40	60	100	5
DSE 2	BVR-504	Any one from the List of Discipline Specific Elective	Skill	4	1	-	5	40	60	100	5
DSE3	BVR-505	Any one from the List of Discipline Specific Elective	Skill	4	1	-	5	40	60	100	5
	BVR-506	Seminar on Summer Internship	Skill	-	-	5	5	100	-	100	5
Total Credits											30

The minimum number of marks required to pass the examination in each Part shall be 35% in each subject.

(2018-19)

List of Discipline Specific Electives

1. Merchandise Planning and buying
2. Business Law
3. Negotiation Skills
4. Production and Operations Management
5. Advertising and Sales Management
6. Inventory Management
7. Retail Logistic Management

(SEMESTER VI)

Subject	Paper code	Title of paper	Contact hours per week				Examination scheme marks			Credits
			L	T	P	Total	Internal	External	Total	
SEC 1	BVR-601	Industrial Training Project	-	-	-	-	-	100	100	6
SEC 2	BVR-602	Project Report	-	-	-	-	-	200	200	16
SEC 3	BVR-603	Seminar on Project Report	-	-	-	-	100	-	100	4
SEC 4	BVR-604	VIVA-VOCE	-	-	-	-	-	100	100	4
		Total					100	400	500	30

The minimum number of marks required to pass the examination in each Part shall be 35% in each subject.

BVR-501 Total Quality Management

(2018-19)

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total Credits:-5

Objective: The basic objective of this course is to understand the concepts of total quality management.

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14 Marks

Total L/T/P: 55

UNIT-I

Introduction: Definition of Quality, Dimensions of Quality, Quality Planning, Analysis of Quality Costs, **Basic concepts of Total Quality Management**, Historical Review, **Principles of TQM, Leadership** – Concepts, Quality Council, Quality Statements, **Strategic Planning, Barriers to TQM Implementation, Quality Awards**. Quality: Customer Perception and Satisfaction, **Customer Complaints**, Service Quality, Customer Retention, **Business Process Reengineering (BPR)**.

UNIT-II

Benchmarking – Reasons to Benchmark, Benchmarking Process, **Quality Function Deployment (QFD)** – House of Quality, Benefits, **Total Productive Maintenance (TPM)** – Concept, Improvement Needs, Latest Challenges of Quality, Six Sigma Concepts: application. **Quality Systems:** Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System– Elements, Implementation of Quality System, Documentation, Quality Auditing; ISO 14000 – Concept, Requirements and Benefits.

Recommended Readings:

1. Feigenbaum .A.V.- Total Quality Management, McGraw-Hill.
2. Oakland.J.S.- Total Quality Management, Butterworth – Hcinemann Ltd., Oxford.
3. Narayana V. & Sreenivasan, N.S. Quality Management – Concepts and Tasks, New Age International.
4. Zeiri- Total Quality Management for Engineers, Wood Head Publishers.
5. Evans James R.- Total Quality Management, Cengage Learning

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks. The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks**External Evaluation: 60 Marks****Internal Evaluation: 40 Marks****Total Credits:-5****Total Pass marks: 35 Marks****Pass marks in external: 21 Marks****Pass marks in internal: 14 Marks****Total L/T/P: 55**

Objective: The objective of this course is to help students understanding the various factors effecting consumer behavior and to understand the process of consumer buying based on the understanding of consumer behavior, the students are expected to design the strategy

UNIT-I

Introduction to Consumer behaviour: Nature, Scope and importance. **Research in consumer behavior:** need, scope, research process. **Consumer behavior motivation:** nature and types of motives, motivational theories (Maslow Hierarchy needs, Theory X and Y). **Consumer Perception:** Concepts and importance, Factors affecting consumer perception, Perception process. **Introduction to consumer decision making:** levels, decision making process- pre purchase, purchase and post purchase process, models of consumer decision making (The Nicosia Model, Howard Sheth Model, Engel Blackwell and kollar's Multi- Mediation model).

UNIT-II

Consumer Decision Making Process: Personal influence and opinion leadership, process of opinion leadership, diffusion of innovations, Adoption Process. **Introduction to personality:** Meaning, importance, determinants of personality, its theories (Intro psychic theory, Trait theory, Social Learning theory) **Consumer Attitude:** Meaning importance and Cognitive Dissonance theory. **External influences on consumer behavior:** Group behaviour, meaning and types of groups, influence of reference group.

Recommended Readings:

1. Schiffman and Kanuk : Consumer Behaviour, Pearson Education.
2. Loudon, D and Bitta, D : Consumer behaviour, Tata McGraw Hill.
3. Nair : Consumer Behaviour in Indian perspective, Himalaya publishers

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks. The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total Credits:-5

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14 Marks

Total L/T/P: 55

Objective: The objective of this course is to help students understanding the dynamics of malls and to understand the management, design and future of shopping malls

Part-I

Introduction: History of malls, Growth of malls in India, some of the largest malls in the world, Types of malls, Significance of shopping malls & its Positioning Strategies, Dynamics among stakeholders of a mall, mall management terminology. **Shopping Mall Management:** Positioning, Zoning, Promotions and Marketing, Facility Management, Financing. Factors Stimulating Growth of Shopping Malls in India

Part-II

Mall Design Process: Design issues for shopping centers, feasibility study, architects. **Tenant Management:** concept of Tenant mix, five attributes of tenant mix and its benefits, types of retailers tenants, Anchor Tenants. **Future of Shopping Mall:** life cycle stages of shopping malls, Challenges before Indian Shopping malls.

Recommended Readings:

1. Arif I. Sheikh and Dr. Kaneez Fatima: Mall Management, Himalaya Publishing House.
2. Harvinder Singh and Sriniv R. Srinivasan : Mall management, Tata McGraw Hill Education Private Ltd.
3. Kamladevi Baskaran: Mall Management, Lambert Academic Publishing

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

BVR- 506 Seminar on Summer Internship

Total: 100 Marks

Internal Evaluation: 100 Marks

Total L/T/P: 22

Total Pass marks: 35 Marks

Pass marks in internal: 35 Marks

Total Credits-5

Course Syllabus

Each student is required to undergo an industrial training in specific organization and is required to prepare a report. The Prepared report should be presented.

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total Credits:-5

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14 Marks

Total L/T/P: 55

Objective: This paper aims at equipping students with basic understanding of the theoretical and practical aspects of merchandising and buying in retail sector.

Part - I

Merchandising Planning - definition, nature, objectives and planning process; **Assortment-** objectives and planning process of assortment , factors effecting assortment process .
Merchandising buying- meaning, objectives, process.

Part –II

Merchandising handling-process, quantity decision and stock management ,**Merchandising communication process, Evaluation and control of merchandising and buying performance. Ethical and legal issues in merchandising buying ,**Role of retail product managers.

Recommended Readings:

1. Rosemary varley , Retail product management:- buying and merchandising, Routledge.
2. Berman B. and Evans J. R., Retail Management, Pearson Education, New Delhi.
3. Michael Levy M. and Barton A. Weitz, Retailing Management, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
4. Roger Cox and Paul Brittain, Retail Management, Financial Times/ Prentice Hall.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total Credits:-5

Objective: The paper aims at equipping students with basic understanding of the legal environment .

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14 Marks

Total L/T/P: 55

Part-I

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, Remedies for breach of contract. **The Consumer Protection Act 1986;** Salient features, Definition of consumer; Grievance redressed machinery.

Part-II

Sale 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; Unpaid seller and his rights, **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.

Recommended Readings:

1. Desai, T.R : Indian Contract Act, Sale of Goods Act and Partnership Act, S.C. Sarkar & Sons Pvt. Ltd., Kolkata.
2. Khergamwala: The Negotiable Instruments Act, N.M. Tripathi Pvt. Ltd., Mumbai.
3. Singh, Actar L.: The Principales of Mercantile Law, Eastern Book Company, Lucknow.
4. Kuchal, M.C.: Business Law, Vikas Publishing House, New Delhi.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

DSE -3 Negotiation Skills

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: This paper is designed to give students description of fundamental of negotiation skills and to apply these concepts in the formulation of business policies.

Part-I

Introduction to Negotiation: nature, characteristics, types of negotiation, negotiation strategies, .
Negotiation Sub processes: steps in negotiation, Guidelines for an effective negotiation, communication in negotiation, influencing style in negotiation. **Best practices in Negotiation** – fundamental structure of negotiation and BATNA

Part-II

Negotiation and Selling: Selling skills – selling to customers, selling to superiors, selling to peer groups, team mates & subordinates. **Conceptual selling** strategic selling. **Negotiation across cultures:** cultural values, beliefs, how culture affects negotiation

Recommended Readings:

1. Lewicki, Saunders & Barry - Negotiation Tata Mc Graw Hill.
2. Cohen S - Negotiation Skills for Managers Tata Mc Graw Hill.
3. Rao S.L. - Negotiation Made Simple Excel Books.
4. Organisational Behaviour by Fred Luthans .
5. The Essentials of Negotiation – Harvard Business School Press
6. Getting to Yes by Roger Fisher & William Ury
7. Negotiation Selling by Sameer A Kulkarni

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: This paper is designed to give students description of fundamentals of Production & Operations **management** and to apply these concepts and techniques to optimize the production resources in an Organization.

UNIT-I

Production & Operations management: concept, functions, 5 P's of Production. **Role & Responsibilities of operations manager,** Operations Management as an Inter-Functional imperative. **Product Planning and Design:** Concepts, Objectives, and Functions, Operations and the Life Cycle, Developing New Products **Introduction to modern productivity techniques -** just in time, Total Quality Management, Kaizen & six sigma.

UNIT -II

Facility Location – importance, factors in location analysis, location analysis techniques. **Facility Layout** – Objectives, Advantages, Basic Types of Layouts, Problems in facility layout. **Capacity Planning** – Concepts, Factors affecting Capacity Planning, Capacity. **Inventory Management-** Concepts, Classification, Objectives, Inventory Costs. **Inventory Control Policy:** Concepts & Factors Affecting Inventory Control Policy, Basic EO Q Model

Recommended readings

1. Elwood S. Buffa, Modern Production/Operations Management, Wiley Series,
2. James R. Evans, David R. Anderson, Dennis J. Sweeney and Thomas A. Williams, Applied
3. Production and Operations Management, West Publishing Company, International
4. John O. McClain and L. Joseph Thomas, Operations Management, Prentice Hall-of India, New Delhi,

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks.

The internal paper will carry 40 marks and it will be distributed as
 Two Mid-Semester Tests each carrying 10 marks
 Two Assignments each carrying 6 marks
 Class Participation and Attendance to be of 8 marks

(2018-19)

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

UNIT-I

Advertisement; Definition, Features & Importance of advertisement. **Advertising research:** Nature scope & Importance of advertising research. **Advertising Budget;** methods of advertisement budget,. **Advertising Media:** Different types of media, Advertisement agencies, **Copy writing:** its elements, requirement of an effective copy writing, types of advertising copies. **Measuring Advertising Effectiveness:** Techniques for testing advertisement effectiveness. AIDA Model.

UNIT-II

Sales Management: Nature, Scope and Importance. **Sales Manager:** Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Recruitment and Selection of sales personnel. Training and development of sales personnel. **Performance appraisal;** Performance appraisal of sales personnel, methods, process. **Selling Theories;** buyers point of view, seller point of view and selling process, sales quotes, sales territories, **sales forecasting:** factors governing sales forecasting, quantitative and qualitative methods

Recommended Texts:

1. Condiff, Still & Govani : Sales Management, Prentice-Hall of India, New Delhi
2. Wright, Winter and Zeigler : Advertising, Tata McGraw-Hill Publishing Company Ltd., New Delhi
3. Ruchi Gupta: Advertising Principles and Practice, S. Chand & Company Ltd.
4. Kazmi, advertisement and sales management.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

DSE -6 Inventory Management

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective : This paper is designed to give students description of fundamentals of Inventory management and to apply these concepts and techniques to optimize the Inventory resources in an Organization.

UNIT -I

Inventory Management- Concepts, Classification, Objectives, Inventory Costs. **Inventory Control Policy:** Concepts & Factors Affecting Inventory Control Policy, Basic EOQ Model Reorder level , Safety Stocks, inventory management system, **Material requirement planning:** purchase procedures, functions of purchase department techniques of inventory control LIFO , FIFO and average cost methods

UNIT -II

Introduction to modern Inventory Management Techniques - Just in time, ABC, VED analysis. Total Quality Management, Kaizen & six sigma. **Store Control:** types of stores. **Manufacturing System:** Intermittent and continuous system, comparison of various manufacturing system.

Recommended readings

1. Elwood S. Buffa, Modern Production/Operations Management, Wiley Series.
2. James R. Evans, David R. Anderson, Dennis J. Sweeney and Thomas A. Williams, Applied Production and Operations Management.
3. Goel S. Inventory Management

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks.

The internal paper will carry 40 marks and it will be distributed as

Two Mid-Semester Tests each carrying 10 marks
Two Assignments each carrying 6 marks
Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: This paper aims to provide students with an insight into concepts of Retail and Logistics Management and its application to retail industry.

UNIT- I

Logistics: Nature and its scope, **Physical Distribution:** Meaning, its activity centre and its relationship with marketing and material management. **Transportation:** Different transportation modes and their pros and cons. Freight Management, Factors Affecting Freight Cost, Transportation Network, Intermodal transportation.

UNIT-II

Containerisation: concept and its operation. **Interstate tariffs and documentation.** Elements of storage and material handling. Receipt and dispatch and loading and unloading. **Warehousing:** its types, advantages and disadvantages. Information system in Logistics. **Introduction to E-logistics:** Importance of E-logistics and New trends and technology in logistics.

Recommended Readings:

1. Bowersox Donald J., Logistical Management, Macmillan Publishing Co., Inc., New York.
2. Martin Christopher, Logistics and Supply Chain Management, Pearson Education.
3. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd.
4. Krishnaveni Muthiah: Logistics Management & World Seaborne Trade, Himalaya Publishing House.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks. The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

BVR-601 Industrial Training Project

Credits: 6

External Evaluation: 100 Marks

(2018-19)

Pass marks in external: 35 Marks

The student shall have to undergo an industrial training under the instructor (to be allocated by the company).The instructor shall send the evaluation (out of 100 marks) of the student of the training period in a sealed envelope to the department.

BVR- 602 Project Report

Credits: 16

External Evaluation: 200 Marks

Pass marks in external: 70 Marks

In the sixth semester every student is required to take up a major research project in his/her relevant area of specialization .The project shall be carried out under the supervision of Faculty member & the instructor in the industry. The project report shall be signed by both the instructor & the faculty member.

BVR-603: Seminar on Project Report

Credits: 4

Internal Evaluation: 100 Marks

Pass marks in internal: 35 Marks

Every student will have to present a seminar on the project report where each student is required to face a board composed of Head of the Department, one internal examiner & the principal/director of the college or his nominee

BVR-604: Viva-Voce

Credits: 4

External Evaluation: 100 Marks

Pass marks in external: 35 Marks

Every student will have to appear for Viva at the end of the year. This Viva-Voce examination is based on the project report where each student is required to face a board composed of one external examiner, one internal examiner & the principal/director of the college or his nominee.