

(2018-19)

**B. Voc. (Retail Management) 1st Year
(2018-19)
(SEMESTER-I)**

Category	Paper code	Title of paper	Contact hours per week				Examination scheme marks			Credits
			L	T	P	Total	Internal	External	Total	
General	BVR- 101 BVR- 101 (A)	Punjabi Or Basic Punjabi	5	-	-	5	40	60	100	5
General	BVR-102	Workshop on Computer Applications	5	-	-	5	100	-	100	5
Skill	BVR- 103	Retail & Store Management	4	-	-	4	40	60	100	4
Skill	BVR- 104	Retail Consumer Behaviour	4	-	2	6	40	60	100	5
Skill	BVR-105	Customer Relationship Management	4	-	-	4	40	60	100	4
Skill		Internship *								7
		Total	22	-	2	24	260	240	500	30

(SEMESTER II)

Category	Paper code	Title of paper	Contact hours per week				Examination scheme marks			Credits
			L	T	P	Total	Internal	External	Total	
General	BVR- 201	Business Communication	5	-	-	5	40	60	100	5
General	BVR- 202	Fundamentals of Accounting	5	-	-	5	40	60	100	5
Skill	BVR- 203	Store display & visual Merchandising	4	-	-	4	40	60	100	4
Skill	BVR- 204	Sales Management	5	-	-	5	40	60	100	5
Skill	BVR-205	Organization and Team Dynamics	4	-	-	4	40	60	100	4
Skill		Internship *								7
		Total	23	-	-	23	200	300	500	30

Drug abuse problem, Management and Prevention (Qualifying Paper)

* Student is required to undergo training of 210 hours in each semester.

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

(BVR-101) pMjwbl lwzml

pwTkRm dw audyS

au`qr AwDuink smyN dl zrUrq hY ik ividAwRQI qknIkI is`iKAw dy nwl-nwl AwpXl mwq-BwSw nwl vl juVy rihx ijs nwl auh AwpXy smwijk dwiery iv`c sihjqw nwl ivcr skx, ies lel swfy islybs dw mu`K audyS ividAwRQIAW nUM pMjwbl BwSw dy mu`F qoN jwxU krwauNdy hoey ausdy ivAwkrnk p`KW nwl vl rwbqw kwiem krwauXw hY,qW jo auh swrIAW ivAwkrnk iekweIAW iv`c pRbln ho skx[ividAwRQI AwpXy smwj,vwqvwrx Aqy s`iBAwCwr nwl sMbMDq iviSAW/sm`isAwvW bwry soc skx Aqy auhnwN pRqI AwpXy isrjxwqmk pRqIkRm pyS kr skx[ies dy nwl hl auh isrjxwqmk swihq nwl vl piricq hoxgy[

ku`l AMk : 100

ivSy ivcoN pws hox lel AMk : 35 ilKqI pRliKAw: 60 AMk

ilKqI pRliKAw ivcoN pws hox lel AMk : 21

AMdrUnl mulWkx : 40 AMk

AMdrUnl mulWkx ivcoN pws hox lel AMk : 14

smW : iqMn GMty

krYift : 05

islybs Aqy pwT-pusqkW

XUuint pihlw

1. eyhu hmwrw jlvxw (nwwl), dlIp kOr itvwxw[
2. inbMD rcnw: smwijk, vwqvwrx Aqy siBAwCwrk ivSy nwl sMbMDq[

XUuint dUjw

3. ivAwkrn:
 - (a) pMjwbl Dunl-ivauNq, s`r, ivAMjn, aucwrn sQwn qy aucwrn ivDI Anuswr DunIAW dw vrglkrn[
 - (A) Sbd SRYxIAW: nWv, pVnWv, iKirAw, ivSySx, iKirAw-ivSySx, sMbMDk, Xojk, ivsimk, pRSn sUck Sbd[
4. qknIkI Sbdwvll, AMgRyzl qoN pMjwbl ivc Anuvwd (sUcl nwl n`QI hY)[

AMk-vMf Aqy pypr sYtr lel hdwieqW

1. XUuint pihly iv`coN nwwl dw ivSw/swr/ lyKk dw Xogdwn bwry pRSn pu`iCAw jwvygw[(do iv`coN ie`k) (10)
2. XUuint pihly dy dUjy pRSn ivc ikxy ie`k ivSy 'qy inbMD ilKx lel ikhw jwvygw[(iqMn iv`coN ie`k) (10)
 1. XUuint dUjy dy qljy pRSn ivc 'a' Aqy 'A' ivAwkrn vwly dovyN BwgW ivcoN do pRSn pu`Cy jwxgy, Aqy ividAwRQIAW ny dovW iv`coN ie`k pRSn krnw hovygw[(10)
 2. XUuint dUjy dy cOQy pRSn ivc qknIkI Sbdwvll nwl sMbMDq koel bwrHW Sbd dy ky koel ds krn lel ikhw jwvygw[(10)

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3. eyhu hmwrw jlvxw (nwwl) Aqy ivAwkrn vwly Bwg ivcoN sMKyp au`qrW vwly pRSn pu`Cy jwxgy,ividAwRQIAW ny swry pRSnW dy sMKyp au`qr dyxy hoxgy[hryk pRSn dy do AMk hoxgy[(10×2=20)

shwiek pusqk sUcl

1. hrklrq isMG, BwSw ivigAwn Aqy pMjwbl BwSw, bwhrl pblkySn, id`ll, 1973
2. bldyv isMG clmw, pMjwbl BwSw ivigAwn Aqy ivAwkrx (qknlkl Sbdwvll dw ivSw koS), pMjwbl XUnlvristl, pitAwlw, 2000
3. bUtw isMG brwV, pMjwbl ivAwkrn: isDWq qy ivhwr cyqnrw pRkwSn, luiDAwxw, 2008
4. pRym pRkwS isMG, isDWqk BwSw ivigAwn, mdwn pbiSrj, pitAwlw, 2002
5. joigMdr isMG puAwr, pMjwbl dw ivAwkrn (1,11 Aqy 111), pMjwbl BwSw Akwdml, jIMDr
6. suKivMdr isMG sMGw, pMjwbl BwSw ivigAwn, pMjwbl BwSw Akwdml, jIMDr, 1999

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ku`l AMk : 100

ivSy ivcoN pws hox lei AMk : 35 ilKqI prliKAw : 60 AMk

ilKqI prliKAw ivcoN pws hox lei AMk : 21

AMdrUnl mulWkx : 40 AMk

AMdrUnl mulWkx ivcoN pws hox lei AMk : 14

smW : iqMn GMty

krYift : 05

islybs Aqy pwT-pusqkwN

XUuint pihlw

1. gurmukI vrxmwIw qy ilKx pRbMD[
(a) A`Kr is`iKAw: qrqlbvwr Aqy BulwvyN A`Kr[
(A) A`Kr bxqr: A`Kr rUp qy ilKx dy inXm[
2. gurmukI A`Kr qy pMjwbl DunIAW dw pRbMD[
(a) svr Aqy ivAMjn: vrglkrn dy isDWq Aqy aucwrn, svr sUck,A`KrW qy DunIAW dl pCwx qy vrqoN[
(A) ivAMjn sUck A`KrW qy DunIAW dl pCwx qy vrqoN, lgW-mwqrW dl pCwx Aqy vrqoN,lgWkrW dl pCwx Aqy vrqoN[

XUuint dUjw

3. ilpl dy A`KrW dl pCwx Aqy vrqoN dy inXm [
(a) pUry Aqy pYr ivc pYx vwly A`KrW dl pCwx Aqy vrqoN,svr sUck A`KrW dl pCwx qy vrqoN, svr vwhkW dl pCwx qy vrqoN[
(A) mwqrw Aqy svr vwhkW dl sWJI vrqoN, mwqrw dl ivAMjnw sUckW nwl vrqoN[
4. pMjwbl Sbdwvll nwl jwx-pCwx[
(a) igxql, h&qy dy idn, dysl mhlinAW dy nW[
(A) rMgW dy nW, pSU- pMCIAW dy nW, GrylU vsqW nwl sMbMDq Sbdwvll[

AMk vMf Aqy pypr sYtr lei hdwieqW

1. XUuint pihlw iv`coN gurmukI vrxmwIw qy ilKx pRbMD nwl sMbMiDq pRSn pu`iCAw jwvygw[
(do ivcoN iek) 15 AMk
2. dUjw pRSn gurmukI A`Kr qy pMjwbl DunIAW dy pRbMD nwl sMbMiDq hovygw [
(do ivcoN iek) 15 AMk
3. XUuint dujy ivcoN ilpl dy A`KrW dl vrqoN dy inXmw nwl sMbMiDq pRSn pu`iCAw jwvygw
(do ivcoN iek) 15 AMk
4. cOQw pRSn pMjwbl Sbdwvll nwl jwx-pCwx bwry puiCAw jwvygw[
(do ivcoN iek) 15 AMk

not: ividAwrQI pihll vwr gurmukI is`K rhy hn ho skdw hY ik ividAwrQI pMjwbl BwSw qoN Anjwx hox,
so ividAwrQIAW dy p`Dr nUM iDAwn ivc r`iKAw jwvy [

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shwiek pusqk sUcl

1. AwE pMjwbl is`Kley, siqnwm isMG sMDU, pblIkySn ibaUro, pMjwbl XUnIvristl, pitAwlw, 2009
2. gurmukI is`Ko, siqnwm isMG sMDU, pblIkySn ibaUro, pMjwbl XUnIvristl, pitAwlw, 2011
3. pMjwbl is`Kley, slqw rwm bwhrl, pblIkySn ibaUro, pMjwbl XUnIvristl, pitAwlw, 2002
4. pMjwbl igAwn sl. fl. (kMipaUtr AYplIkySn tU-Irn AYNf tlc pMjwbl), pblIkySn ibaUro, pMjwbl XUnIvristl, pitAwlw, 2011
5. Teach Yourself Punjabi, Hradev Bahri, Publication Bureau, Punjabi University, Patiala, 2011
6. A Start in Punjabi, Henry A. Gleason and Harjeet Singh Gill, Publication Bureau, Punjabi University, Patiala, 1997
7. Introductory Punjabi, Ujjal Singh Bahri and Paramjit Singh Walia, Publication Bureau, Punjabi University, Patiala, 2003

Total: 100 Marks

Internal Evaluation: 100 Marks

Total L/T/P: 5 TH

Total Pass marks: 35 Marks

Pass marks in internal: 35 Marks

Credits = 5

Objectives: To introduce the students usage of computer based application packages for documentation preparation and reporting, presentation and worksheet for business, tables and graphs.

UNIT-I

Computer: Introduction, Functions and Classification of Computer, Overview of Software and Hardware, Input and Output devices,

Computer Memory: RAM, ROM, Number system and its Conversions, Application of Computer in various fields,

Introduction to Operating System-Functions, Working with files and folders, Understanding the control panel, Opening and exiting Windows application, Copying and moving information between windows.

UNIT-II

Office Automation : Introduction, Today's office, need for office automation, its advantages, disadvantages and office automation tools.

Word Processing : Formatting Text, Pages, Lists, Tables, Mail Merge.

Spreadsheets: Worksheets, Formatting data, creating charts and graphs, using formulas and functions, macros, Pivot Table

Presentation Tools: Adding and formatting text, pictures, graphic objects, including charts, objects, formatting slides, notes, hand-outs, slideshows, using transitions, animations

Text Books:

1. Office the Complete Reference by Stephen L. Nelson
2. Office 2000 Complete by Amy Romanoff and SheryBunnilli
3. P.K. Sinha and P. Sinha, Foundations of Computing, First Edition, 2002, BPB.

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BVR- 103 Retail & Store Management

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total L/T/P: 55

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14 Marks

Credits=4

Objective: This paper aims at equipping students with basic understanding of the theoretical aspects of retail and stores.

UNIT – I

Overview of Retail Industry: Define Retailing; Understand the Evolution of Retail, characteristics of retailing, functions and activities of retailing, Organized and Unorganized Retail Sector, emergence and challenges of Organized Retailing. Types of Retail Formats, retail marketing segmentation: introduction, dimensions for segmentation, market segmentation in India. Store Processes: Pre-Store Opening, Store Opening and Closing. Store Merchandise management: introduction, merchandising mix management, factors that constrain development of an optimum merchandise plan, merchandise management in various retail segment.

UNIT – II

Store Planning: Design and Layout, Retail Merchandising, Pricing in Retailing, Importance of Supply Chain Management in Retailing; Setting up Retail organization, Size and space allocation, location strategy, Factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design. Store Layout and Space planning, Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Store Management, Responsibilities of Store Manager, Store Security, Role, Authority and Responsibility of Employees in Handling Security Risks.

Recommended Texts:

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

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 L/T/P: 55

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Credits = 5

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 Behavior: 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.

Unit-II

Consumer Attitude: Meaning importance and Cognitive Dissonance theory. External influences on consumer behavior: Group behavior, Meaning and Types of groups, Influence of Reference group. 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 Kollat's Multi- Mediation model).

Practical: Making consumer profile for any Retail Organization.

Recommended Texts:

1. Schiffman and Kanuk; Consumer Behaviour; Pearson Education.
2. Loudon, D and Bitta, D; Consumer Behaviour; Tata McGraw Hill.
3. Assael, h; Consumer Behaviors in Action; Cengage Learning
4. 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 L/T/P: 55

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14 Marks

Credits = 4

Objective: This paper aims at equipping students with basic understanding of the theoretical and practical of Customer Relationship Management.

UNIT I

Customer Relationship Management: Introduction to customer, definition of CRM, process and benefits, need and importance of CRM. Customer Life Cycle, Strategies for building relationships. Improve customer relationship and Communication with Customers. Maintaining Balance between Customer and Organizational Needs: Importance of meeting customer expectations within the organization, ways to meet the customer expectations, importance of improving relationship with customers, Tactics used by retailer to improve customer relationship.

UNIT II

Meeting and Exceeding Customer Expectations: Identify opportunities to exceed customers' expectations, alternative solutions, and process of negotiation to find solutions. Emerging Perspective in CRM- Social CRM, Mobile CRM, Global CRM, CRM in Rural Marketing. E-CRM: Introduction to E-CRM, Need of E-CRM, Framework of E-CRM, Features of E-CRM, Similarities and Difference between CRM and E-CRM, Six 'Es' of E-CRM

Recommended Texts:

1. Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behavior, Prentice – Hall of India, Sixth Edition.
2. Paul Green Berg – Customer Relationship Management – Tata McGraw Hill
3. Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition
4. Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second Edition

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprise of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 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 L/T/P: 55

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Credits = 6

Objective: The objective of this course is to develop communication skills, discover what business communication is all about and learn how to adapt the communication experiences in life and to the business world.

Unit-I

Communication –Meaning, Definition, Nature and Scope of Communication, Importance of Communication; Communication Process; Principles of Communication; Types of Communication – Interpersonal Communication - Gateway to effective interpersonal Communication; Barriers to Communication- Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers. Informal Communication system; Approaches to Organizational Communication; Non-verbal Communication - Written Communication.

Unit-II

Communication Networks – Intranet, Internet, SMS, Teleconferencing, Videoconferencing; Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Business Correspondence: Business Letters – Inviting quotations, Sending quotations, placing orders, Inviting tenders, Sales letters, claim & adjustment letters, Memos, Email Agenda.

Practical: Visual and technological aids to business communication.

Recommended Texts:

1. Developing Communication Skills- Krishmohan and Meera Banerjee , Macmilan India Ltd.
2. Communication Skills - Sanjay Kumar &PushpLata, Oxford University Press
3. Business Correspondence and Report Writing, R.C.Sharma, Krishna Mohan. Mcgraw Hill
4. Communication for Business, Shirley Taylor, V.Chandra, Pearson
5. Rajendra Pal Korahill, "Essentials of Business Communication", Sultan Chand & Sons, New Delhi, 2006.
6. Ramesh, MS, & C. C Pattanshetti, "Business Communication", R.Chand & Co, New Delhi, 2003.

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 L/T/P: 55

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Credits = 6

Objective: To help students understand the basic accounting concepts, Double entry book keeping system and various books of accounts for the preparation of final accounts.

UNIT - I

Accounting: Introduction, Evolution and scope of accounting, Objectives, Need, Functions, Advantages and Limitation of Accounting, Branches of Accounting, Users of Accounting Information. Accounting Principles: concepts and conventions. Accounting Cycle: Journal: Meaning, definition, preparation. Ledger: Meaning, definition, format, preparation.

UNIT - II

Trial balance: Meaning, definition, format, preparation. Subsidiary Books including Cash Book, Purchase Book, Sale Book, Purchase return & Sale return Book. Final Accounts, Preparation of Final Accounts- Trading account, Profit & loss account and Balance sheet without adjustments and with Simple adjustments. Price Calculation & Trade Schemes.

Practical: Analyse the trade schemes of retailer.

Recommended Readings:

1. S N Maheshwari: Financial Accounting, publisher.
2. Gupta: Financial Accounting, Sultan Chand & sons.
3. Ashok Banerjee: Financial Accounting, EXCEL books.
4. Penne Ainsworth and Dan Deines: Introduction to Accounting: An Integrated Approach, McGraw-Hill Education.

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-203 Store display & visual Merchandising

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total L/T/P: 55

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Credits = 4

UNIT-I

Store Hygiene and Cleanliness: need and importance of store hygiene and cleanliness, various elements of store hygiene and cleanliness. Prepare Product for Display: role and importance of merchandises display, assembling of products before display, safe transfer of merchandise to display area, review product condition, cleanliness of display area, accessories and equipment, estimation of quantity for products to be displayed. Label Product Display: importance of product labeling, maintaining accuracy in positioning product label standard operation requirement for product labels. Arrange and Maintain Product for Display: reposition of products to maintain display presentation, regular monitoring to display, health safety and hygiene requirements of display.

UNIT-II

Visual Merchandising: meaning of visual merchandising, elements of a visual design, display requirements before framing visual display, ways to improve visual effects, company policies on visual design. Role of visual merchandiser: job description of visual merchandiser. Elements of Display and Potential Places for Product Display: concept related to elements of display, potential places for product display, color and space to display product. Updating stock record for merchandise display: process of updating stock records, information for store inventory; choose the right supplier tracking delivery of merchandise, props and equipments.

Practical: Interpret design for retail displays.

Recommended Texts:

1. Martin M. Pegler: Visual Merchandising and Display, Fifth Edition, Fairchild Books.
2. Robert Colborne: Visual merchandising: the Business of Merchandise Presentation, Thomson Learning.
3. Richard Carty: Visual Merchandising: Principles and Practice, MPC Educational Publishers.
4. Swati Bhall, Anuraag Singhal: Visual Merchandising, Ababook.
5. Martin Pegler: Visual Merchandising & Display, Fairchild Books.
6. Collins Design: Visual Merchandising, Media Group.
7. S. Pradhan: Retail Merchandising, Tata McGraw Hill.

BVR- 204 Sales Management

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total L/T/P: 55

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Credits = 5

Objective: To understand the concept of Sales Marketing through introduction to the world of retailing, Types and Strategies of sales management.

UNIT-I

Product and Service Knowledge: nature and importance. Retail Market Competition and Best Practices: meaning and concept of retail market competition. Display Requirements and Types of Merchandise: determine display requirement using store procedures creation of focal point of display, create awareness of trends in staff members. Staff Dressing Technique and Role of Lighting: different dressing techniques of staff, procedures for dressing mannequins, bust and other props, need of grouping products to attract customers, standards of display. Evaluating Visual Effects of Display and Suggesting Changes, positive or negative effect of visual displays on consumer, importance of making adjustments to display. Monitoring and Informing Price Changes in Product: need, process of checking product pricing and reporting discrepancies, legal requirements for product pricing.

UNIT-II

Identifying and Removing Unwanted Materials: efficient waste management for retailers, minimize product waste, unwanted material found in retail store. Product Insights to Customer: certain aspects of the product to customer, various aspect of product insight to customer, product feature, importance of voice of customer in retail business. Point of Sale Procedures: meaning of point of sale, components of point of sale (POS) System, meaning of handie cash, cash register security Modes of Payments: meaning of retail payment systems, current trends in the payment system, payment through cheques and debits. Concept of E-commerce payments. Product for Sale: merchandise safety to billing counter, reporting discrepancies or failure to concerned authority.

Recommended Texts:

1. Krishna K Havaladar and Savant M Cavale, "Sales and Distribution Management, TMH
2. Swapna Pradhan, "Retailing Management", TMG Second Edition

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 L/T/P: 55

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14 Marks

Credits = 4

Objective: This paper aims at equipping students with basic understanding of the theoretical and practical aspects of team building and organizational dynamics

UNIT-I

Organisational overview: Company Vision, Mission, Values, Understanding Company Policies and Procedures. Role and skills of a team leader: Effective Communication and Teamwork

: Overview of effective communication and its benefits, characteristics and effects of effective communication, effective communication and effective teamwork, role of effective listening in communication, communication etiquettes. Developing Healthy Relationship with Colleagues, Plan and Organise Work Routine, Collaborating with Colleagues to Achieve Targets, work-life balance: steps to a work-life balance, balance between work and personal priorities.

UNIT-II

Working effectively in organisation: Achieving Organisational Goals through Teamwork, Follow Organisational Guidelines and Work Related Instructions, Understanding and Working within Job Responsibility, Setting Realistic Targets and Flexible Work Plans, importance of feedback in the workplace, constructive feedback, Health, Safety, and Security Plans and Procedures, Lifting and Handling Goods Safely, Understanding Hazards, Reporting Safety Concerns and Emergency Medical Plan, Evacuation Plan and Measures to Enhance Employee Health.

Recommended Texts:

1. Stephen P. Robbins, Timothy A. Judge and Seema Sanghi, Organizational Behavior, Pearson publications.
2. K. Ashwathapa, Organizational Behavior, Himalya publishers.
3. R. K. Sahu, Group Dynamics and Team Building, Excel books India.
4. Udai Pareek, Understanding Organisational Behaviour, Oxford Higher Education.
5. James Cain and Barry Jolliff, Teamwork and Teamplay, Kendall Hunt Publishers.
6. Daniel Levi, Group Dynamics, SAGE 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