

SCHEME AND CURRICULUM OF EXAMINATIONS
CERTIFICATE COURSE: RETAIL SALES ASSOCIATE
SESSION: 2024-25

COURSE CODE: CSAM-1321

JOB ROLE: RETAIL SALES ASSOCIATE- RAS/Q0104 (NSQF LEVEL-4)

Course Code	Course Name	Course Type	Marks			Examination time (in hours)
			Total	Ext.		
				L	P	
CSAM-1321	Retail Sales Associate	C	100	40	60	3+1
Total			100			

Duration: 6 Months -120 Contact Hours

Credits: 04

Marks: 100 (Theory: 40 and Practical: 60)

Eligibility: Candidate must have passed 10+2 or equivalent examination.

Mode of Delivery: Class Room Teaching, Practice in Retail Lab and Mall Visits.

Examination Pattern: Theory Exam- 3 Hours; Practical- 1 Hour Conduct by RASCI, Govt. of India, SSC.

After successful completion of this course, students will be able to:

CO1: Define retailing. Understand what marketing means to business executives and understand the ways that retailers use marketing tools and techniques to interact with their customers.

CO2: Describe the different types of retail channels: shops; catalogues; online selling; flea markets; showrooms; television shopping; mobile kiosks; door-to-door trading; supermarkets; shopping complexes

CO3: Use Word features to help identify and correct problems with spelling, grammar, readability, accessibility, editing table, working with graphics and mail merge

CO4: Demonstrate thorough product knowledge while selling i.e. benefits in use, functions, materials, origins, features

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). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Unit –I

Introduction to Retailing, Importance of retailing in economy, Scope of Retailing, Career options in retailing. Evolution of Retail Environment, Store Design and Layout, Visual Merchandising and Displays, Functions of Retailers, Benefits of Retailing.

Unit-II

Merchandise Planning, Buying and Handling, Merchandise Pricing, Retail Communication Mix, Promotional Strategy, Customer Service, Customer Relationship Management.

Unit-III

Create and Manage Documents, Manipulating Text, Document Navigation Tips, Organizing Content, Tabs, Columns, and Charts Links, Headers, and Footers, Mail Merge, Visual Content, Reviewing Documents, Protecting and Sharing Documents, Preparing Documents for Printing.

Unit-IV

Practical: Basic Grooming, Manners & Etiquettes, Basic Communication Skills, Conversational Skills Development on Phone, Role Play Developing Relationships, Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Handling Objections, Cross Merchandising, Planogram.

Practical: Students are required to prepare project files on the basis of what they learn during mall/store visits and practical in lab. Viva Voce on the basis of project file will also be conducted by examiner.

Division of marks:

Project File: 40 marks (On the basis of what they learn during mall visits and practical in lab)

Viva Voce: 20 marks (Based on Project Files)

Suggested Readings:

1. Michael Levy, Barton Weitz, Ajay Pandit, Retailing Management, Tata McGraw Hill.
2. K.V.S. Madaan, Fundamentals of Retailing, Tata MC Graw Hill
3. Windows Based Computer Courses, Rachhpal Singh & Gurvinder Singh.
4. Information Technology, Hardeep Singh & Anshuman Sharma.