

FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

B.Voc. Retail Management (Semester: I-II)

(Under Credit Based Continuous Evaluation Grading System)

Session: 2018-19



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Scheme of Studies and Examination
B.Voc. (Retail Management)
(Session 2018-19)

Semester-I

Semester-I									
Course code	Course type (C/S/I/V/ E)	Course Titles	Hours/ week L-T-P	Credits L-T-P	Marks				Examination time (in Hours)
					Total	Ext.		CA	
						T	P		
BVRL-1421/ BVRL-1031/ BVRL-1431	C	Punjabi(Compulsory)/ *Basic Punjabi/ **Punjab History & Culture (1450-1716) (Special paper in lieu of Punjabi Compulsory)	2-0-0	2-0-0	50	40	-	10	3
BVRL-1102	C	Communication Skills in English -I	4-0-0	4-0-0	50	40	-	10	3
BVRL-1323	C	Fundamentals of Management	2-0-0	2-0-0	50	40	-	10	3
BVRL-1324	S	Basic of Retail Management	4-0-0	4-0-0	50	40	-	10	3
BVRM-1125	S	Computer Practical-I (MS Office)	2-0-2	2-0-2	75	40	20	15	3+1
BVRL-1126	S	Computer Applications in Retail	4-0-0	4-0-0	50	40	-	10	3
BVRP-1327	S	Lab on Retail Selling Skills	0-0-12	0-0-6	75	-	60	15	-
AECD-1161	C	Drug Abuse: Problem, Management and Prevention (Compulsory)	3	2-0-0	50	40	-	10	3
SECF-I492	C	Foundation Programme	2	2-0-0	25	20	-	05	1
		Total		30	475				

*Special paper in lieu of Punjabi (Compulsory)

** Special paper in lieu of Punjabi (Compulsory) (For those students who are not domicile of Punjab)

C-Compulsory

S- Skill Enhancement

Scheme of Studies and Examination
B.Voc. (Retail Management)
(Session 2018-19)

Semester-II									
Course code	Course type (C/S/I/ V/E)	Course Titles	Hours/ week L-T-P	Credits L-T-P	Max Marks				Examination time (in Hours)
					Total	Ext.		CA	
						T	P		
BVRL-2421/ BVRL-2031/ BVRL-2431	C	Punjabi(Compulsory)/ *Basic Punjabi/ **Punjab History & Culture (1450-1716) (Special paper in lieu of Punjabi Compulsory)	2-0-0	2-0-0	50	40	-	10	3
BVRM-2102	C	Communication Skills in English-II	3-0-1	3-0-1	50	25	15	10	3+1
BVRL-2323	S	Retail Shopper Behaviour	4-0-0	4-0-0	50	40	-	10	3
BVRL-2324	S	HR in Retail Operations	4-0-0	4-0-0	50	40	-	10	3
BVRL-2325	C	Managerial Economics	2-0-0	2-0-0	50	40	-	10	3
BVRM-2126	S	Computer Practical –II (MS Office)	2-0-2	2-0-2	75	40	20	15	3+1
BVRI-2327	S	Training Project	0-0-12	0-0-6	100	-	100	-	-
AECD-2161	C	Drug Abuse: Problem, Management and Prevention (Compulsory)	3	2-0-0	50	40	-	10	3
SECM-2502	C	Moral Education Programme	2	2-0-0	25	20	-	05	1
		Total		30	500				

*Special paper in lieu of Punjabi (Compulsory)

** Special paper in lieu of Punjabi (Compulsory) (For those students who are not domicile of Punjab)

C-Compulsory

S- Skill Enhancement

B.Voc. Retail Management (Semester-I)
(Session 2018-19)

PUNJABI (COMPULSORY)
Course Code- BVRL-1421

COURSE OUTCOMES

CO1: ਆਤਮ ਅਨਾਤਮ' ਪੁਸਤਕ ਦੇ ਕਵਿਤਾ ਭਾਗ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਵਿਤਾ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਤਾਂ ਕਿ ਉਹ ਆਧੁਨਿਕ ਦੌਰ ਵਿਚ ਚੱਲ ਰਹੀਆਂ ਕਾਵਿ ਧਾਰਾਵਾਂ ਅਤੇ ਕਵੀਆਂ ਬਾਰੇ ਗਿਆਨ ਹਾਸਿਲ ਕਰ ਸਕਣ। ਇਸ ਦਾ ਹੋਰ ਮਨੋਰਥ ਕਵਿਤਾ ਦੀ ਵਿਆਖਿਆ, ਵਿਸ਼ਲੇਸ਼ਣ ਤੇ ਮੁਲਾਂਕਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਤੋਂ ਜਾਣੂ ਕਰਾਉਣਾ ਵੀ ਹੈ ਤਾਂ ਕਿ ਉਹ ਸਮਕਾਲੀ ਸਮਾਜ ਦੀਆਂ ਸਮੱਸਿਆਵਾਂ ਨੂੰ ਸਮਝ ਸਕਣ ਅਤੇ ਆਲੋਚਨਾਤਮਕ ਦ੍ਰਿਸ਼ਟੀ ਬਣਾ ਸਕਣ।

CO2: ਗਿਆਨ ਮਾਲਾ (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ) ਪੁਸਤਕ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਮੁੱਲਵਾਨ ਗਿਆਨ ਦੇਣਾ ਹੈ।

CO3: ਪੈਰੂਾ ਰਚਨਾ ਅਤੇ ਪੈਰੂਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ ਦੇਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO4: ਧੁਨੀ ਵਿਉਂਤ ਪੜ੍ਹਣ ਨਾਲ ਵਿਦਿਆਰਥੀ ਧੁਨੀਆਂ ਦੀ ਉਚਾਰਨ ਪ੍ਰਣਾਲੀ ਤੋਂ ਵਾਕਫ਼ ਹੋਣਗੇ।

CO5: ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ - ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

B.Voc. Retail Management (Semester-I)
(Session 2018-19)

PUNJABI (COMPULSORY)
Course Code- BVRL-1421

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50

Theory : 40

CA : 10

ਪਾਠ ਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

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

(ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ, ਸਾਰ)

08 ਅੰਕ

ਯੂਨਿਟ-II

ਗਿਆਨ ਮਾਲਾ (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ), (ਸੰਪਾ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

ਲੇਖ : ਪਹੀਆ ਪ੍ਰਦੂਸ਼ਣ, ਭਰੂਣ ਹਤਿਆ ਦੇ ਦੇਸ਼ ਵਿਚ, ਨਾਰੀ ਸ਼ਕਤੀ, ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ ਅਤੇ ਮਨੁੱਖ, ਏਡਜ਼ : ਇਕ ਗੰਭੀਰ ਸੰਕਟ।

08 ਅੰਕ

ਯੂਨਿਟ-III

(ੳ) ਪੈਰਾ ਰਚਨਾ

(ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ।

08 ਅੰਕ

ਯੂਨਿਟ-IV

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ, ਸੁਰਪ੍ਰਬੰਧ।

(ਅ) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ ਚਿੰਨ੍ਹ।

08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਯੂਨਿਟ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ ਹਰ ਯੂਨਿਟ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਯੂਨਿਟ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅਗੋਂ ਵਧ ਤੋਂ ਵਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

B. Voc. (Retail Management) (Semester -I)
Session: 2018-19
BASIC PUNJABI
Course Code- BVRL-1031

Course outcomes

CO1: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਸਿਖਾਉਣਦੀ ਪ੍ਰਕਿਰਿਆ ਵਿਚ ਪਾ ਕੇ ਇਕ ਹੋਰ ਭਾਸ਼ਾ ਸਿੱਖਣ ਦਾ ਮੌਕਾ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ।

CO2: ਇਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਬਾਰੀਕਬੀਨੀ ਨਾਲ ਭਾਸ਼ਾ ਦਾ ਅਧਿਐਨ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO3: ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO4: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਬਾਰੇ ਦੱਸਣਾ ਹੈ।

CO5: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦਾ ਸ਼ਬਦ ਘੇਰਾ ਵਿਸ਼ਾਲ ਕਰਨਾ ਹੈ।

CO6: ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਵਿਚ ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ਸਿਖਾਉਣਾ ਹੈ।

B. Voc. (Retail Management) (Semester -I)
Session: 2018-19
BASIC PUNJABI
Course Code- BVRL-1031

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks : 50

Theory: 40

CA : 10

ਪਾਠ ਕ੍ਰਮ

ਯੂਨਿਟ -I

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤਰਾਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ) ਲਗਾਤਾਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ।

08ਅੰਕ

ਯੂਨਿਟ -II

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

08 ਅੰਕ

ਯੂਨਿਟ-III

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ।

08 ਅੰਕ

ਯੂਨਿਟ-IV

ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇੱਕ ਤੋਂ ਸੌਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ।

08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ 1 ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ ਜ਼ਰੂਰ ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

B. Voc. (Retail Management) (Semester -I)
Session: 2018-19
PUNJAB HISTORY AND CULTURE (FROM EARLIEST TIMES TO C. 320)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Course Code: BVRL-1431

COURSE OUTCOMES:

After completing Semester I and course on Punjab History and Culture students of History will be able to identify and have a complete grasp on the sources & writings of Ancient Indian History of Punjab.

CO 1: Identify and describe the emergence of earliest civilizations in: Indus Valley Civilization and Aryan Societies.

CO 2: Identify and analyses the Buddhist, Jain and Hindu faith in the Punjab

CO 3: Analyses the emergence of Early Aryans and Later Vedic Period, their Society, Culture, Polity and Economy

CO 4: To make students understand the concepts of two faiths Jainism and Buddhism, its principles and their application and relevance in present times

B. Voc. (Retail Management) (Semester -I)
Session: 2018-19
PUNJAB HISTORY AND CULTURE (FROM EARLIEST TIMES TO C. 320)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Course Code: BVRL-1431

Examination Time: 3 Hours
Credits L-T-P: 2-0-0
Contact Hours: 2Hrs/Week

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter:

1. Question paper shall consist of four Units
2. Examiner shall set 8 questions in all by selecting **Two Questions** of equal marks from each Unit.
3. Candidates shall attempt **5 questions** in **600** words, by at least selecting **One Question** from each Unit and the **5th question** may be attempted from any of the **four Units**.
4. Each question will carry 8 marks

Unit-I

1. Physical features of the Punjab
2. Sources of the ancient history of Punjab

Unit-II

3. Harappan Civilization: social, economic and religious life of the Indus Valley People.
4. The Indo-Aryans: Original home

Unit-III

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

UNIT-IV

7. Teachings of Buddhism
8. Teachings of Jainism

Suggested Readings

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

B. Voc. (Retail Management) (Semester -I)
Session: 2018-19
COMMUNICATION SKILLS IN ENGLISH
Course Code: BVRL-1102

COURSE OUTCOMES

At the end of this course, the students will develop the following Skills:

CO 1: Reading skills that will facilitate them to become an efficient reader

CO 2: The ability to realise not only language productivity but also the pleasure of being able to articulate well

CO 3: The power to analyse, interpret and infer the ideas in the text

CO 4: The ability to have a comprehensive understanding of the ideas in the text and enhance their critical thinking

CO 5: Writing skills of students which will make them proficient enough to express ideas in clear and grammatically correct English

CO 6: Ability to plan, organise and present ideas coherently on a given topic

CO 7: The skill to use an appropriate style and format in writing letters (formal and informal)

B. Voc. (Retail Management) (Semester -I)
Session: 2018-19
COMMUNICATION SKILLS IN ENGLISH
Course Code: BVRL-1102

Examination Time: 3 Hrs

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the paper setter and distribution of marks:

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 8 marks.

Section-A: Two questions of theoretical nature will be set from Unit I.

Section-B: Two comprehension passages will be given to the students based on Unit II.

Section-C: Two questions will be given from Unit III.

Section-D: Two questions will be set from Unit IV.

(8 x 5 = 40)

The syllabus is divided in four units as mentioned below:

Unit I

Reading Skills: Reading Tactics and strategies; Reading purposes—kinds of purposes and associated comprehension; Reading for direct meanings.

Unit II

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

Unit III

Writing Skills: Guidelines for effective writing; writing styles for application, personal letter, official/ business letter.

Activities

- Formatting personal and business letters.
- Organizing the details in a sequential order

Unit IV

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:

1. *Oxford Guide to Effective Writing and Speaking* by John Seely.
2. *Business Communication*, by Sinha, K.K. Galgotia Publishers, 2003.
3. *Business Communication* by Sethi, A and Adhikari, B., McGraw Hill Education 2009.
4. *Communication Skills* by Raman, M. & S. Sharma, OUP, New Delhi, India (2011).
5. *English Grammar in Use: A Self Study Reference and Practice Book Intermediate Learners Book* by Raymond Murphy, Cambridge University Press.

B.Voc. Retail Management (Semester-I)
(Session 2018-19)
FUNDAMENTALS OF MANAGEMENT
Course Code: BVRL-1323

Course Outcomes:

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

- CO1: define management and explain how management differs according to level and whether a manager is a line manager or a store manager.
- CO2: briefly describe and contrast four models of management; rational goal, scientific, human relations, open systems.
- CO3: describe and attain some elementary level of skills in the main management processes: planning, organizing, staffing, deciding, controlling and budgeting.
- CO4: outline the notion of a management function and be able to name, briefly describe and appreciate the role of the four main management functions: marketing, production (including quality and other technical services), finance and personnel.
- CO5: discuss and identify the implications of wider management issues such as managing technology, managing diversity, globalization and ethics.

B.Voc. Retail Management (Semester-I)
(Session 2018-19)
FUNDAMENTALS OF MANAGEMENT
Course Code: BVRL-1323

Time: 3 Hours
4 Hours/week
L-T-P
2-0-0

Max. Marks: 50
Theory Marks: 40
CA: 10

Instructions to Paper Setter:

The paper-setters shall be asked to set 8 (eight) Questions (of equal marks), two in each of the four sections (Section A to D, corresponding to the distribution in the syllabi). Further, the paper-setters shall be instructed to make sub-sections (not exceeding 4) of the questions and allocate appropriate marks to each sub-section. The candidates shall be asked to attempt five questions by selecting one question from each section and fifth question may be attempted from any section.

Unit -I
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
Unit-II
Planning: Meaning, significance, types of plans, nature, elements: objectives, policies, rules, procedures, methods, programmes, strategy, decision making. Organizing: Meaning, nature and purpose of organization forms of organization: line, functional and line and staff, formal and informal organization.
Unit-III
Staffing: Meaning, nature and functions of HRM, manpower management, factors affecting staffing, recruitment, selection, training and development, performance Appraisal: need and process. Directing: Motivation: meaning, nature, importance, types, and theories of motivation: Mc. Gregor's, Maslow and Herzberg. leadership: meaning, nature, styles.
Unit-IV
Coordination: Principles and techniques, difference between coordination and cooperation. Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques

SUGGESTED READINGS:

1. Robbins, S.P., &Coulter, M.K., Management, Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, Principles of Management, Phi Learning Pvt. Ltd., New Delhi.
3. Koontz, h., Weihrich, h., &Aryasri, A.R., Essentials of Management,Tata McGraw-hill, New Delhi.
4. Prasad L. M., Principles and Practices of Management, Sultan Chand and Sons.

Note: The latest Editions of the books should be followed.

B.Voc. Retail Management (Semester-I)
(Session 2018-19)
BASICS OF RETAIL MANAGEMENT
Course Code: BVRL-1324

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

CO1: define retailing

CO2: understand what marketing means to business executives.

CO3: understand the ways that retailers use marketing tools and techniques to interact with their customers.

CO4: understand the retail sector and the range of retail occupations.

CO5: outline the business of retailing: retail; retailer; retail outlet; distinguishing between products and services.

CO6: 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.

B.Voc. Retail Management (Semester-I)
(Session 2018-19)
BASICS OF RETAIL MANAGEMENT
Course Code: BVRL-1324

Time: 3 Hours
4 Hours/week
L-T-P
4-0-0

Max. Marks: 50
Theory Marks: 40
CA: 10

Instructions to Paper Setter:

The paper-setters shall be asked to set 8 (eight) Questions (of equal marks), two in each of the four sections (Section A to D, corresponding to the distribution in the syllabi). Further, the paper-setters shall be instructed to make sub-sections (not exceeding 4) of the questions and allocate appropriate marks to each sub-section. The candidates shall be asked to attempt five questions by selecting one question from each section and fifth question may be attempted from any section.

Unit-I
Introduction to Retailing, Importance of retailing in economy, Scope of Retailing, Evolution of Retail Environment, The Wheel of Retailing-The Accordion Theory, Emerging Trends in Retailing, Career options in retailing, Retail Structure in India.
Unit-II
Retail Strategic Planning and Operation Management, Retail Financial Strategy, Target Market Selection and Retail Location, Store Design and Layout, Visual Merchandising and Displays.
Unit-III
Merchandise Planning, Buying and Handling, Merchandise Pricing, Retail Communication Mix, Promotional Strategy, Retail Human Resources Management, Customer Service, The GAPs Model, Customer Relationship Management.
Unit-IV
Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Close Handling Objections, Closing, Confirmations & Invitations. Retail Management Information Systems, Legal and Ethical Issues in Retailing.

SUGGESTED READINGS:

1. Michael Levy, Barton Weitz, Ajay Pandit, Retailing Management, Tata McGraw Hill.
2. Piyush Kumar Sinha and Dwarika Prasad Uniyal, Managing Retailing, Oxford Dictionary Press
3. K.V.S. Madaan, Fundamental of Retailing, Tata MC Graw Hill 2009.
4. Bajaj C, Tuli R., Shrivastava N.V., Retail Management, Oxford Dictionary Press.

Note: The latest Editions of the books should be followed.

B.Voc. Retail Management (Semester-I)
(Session 2018-19)
COMPUTER PRACTICAL-I (MS OFFICE)
Course Code: BVRM-1125

Course Outcomes:

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

CO1: understand the importance of continuing their education in computer literacy.

CO2: use Microsoft Word to create professional documents needed to create a computer security report.

B.Voc. Retail Management (Semester-I)
(Session 2018-19)

COMPUTER PRACTICAL-I (MS OFFICE)
Course Code: BVRM-1125

Time: 3 Hours
6 Hours/week

L-T-P
2-0-2

Max. Marks: 75
Theory Marks: 40
Practical: 20
CA: 15

40 Marks will be for Theory and 20 marks will be for Practical including Computer File to be conducted by External Examiner appointed by University.

Instructions to Paper Setter:

The paper-setters shall be asked to set 8 (eight) Questions (of equal marks), two in each of the four sections (Section A to D, corresponding to the distribution in the syllabi). Further, the paper-setters shall be instructed to make sub-sections (not exceeding 4) of the questions and allocate appropriate marks to each sub-section. The candidates shall be asked to attempt five questions by selecting one question from each section and fifth question may be attempted from any section.

Unit-I
MS WORD Introduction to Word, Introduction to Parts of a Word Window - Title bar, Menu bar, Tool bar, the Ruler, Status area, Creating new document, Opening an existing document, To insert a second document into an open document, Editing a document, Deleting text, replacing text, moving and copying text, Page setup, Margins and gutters, Changing fonts and front size, To make text bold, italic or underline, Line spacing, Centering, right alignment and left alignment, Page breaks, Headers and footers, Putting page numbers in headers and footers. Saving documents - naming word document, saving in different formats, saving on different disks
Unit-II
MS WORD Spell checker, Printing. Tables - Creating a table using the table menu, entering and editing text in tables, selecting in tables (adding rows, changing row heights, deleting rows, inserting columns, changing columns and cell width). Borders and shading, Templates and wizards, Working the graphics, drawing objects, Using frames, position objects, Mail merge.
Unit-III
MS-POWER POINT Introduction to Ms Power Point, Power Point Elements – Templates, Wizards, Views and Colour Schemes, Exploring Power Point Menu - Opening and Closing Menus, Working with Dialog Boxes. Adding text, adding title, moving text area, resizing text boxes, adding art. Starting a new slide, starting a Slide show, Saving Presentation, Printing Slides, Different Views.

Unit-IV

MS-POWER POINT

Formatting text formatting - Changing format with a new layout, using a pick look wizards to change format, Alignment of Text, Working with text spacing. Enhancing text Formatting - Using Bullets, changing text font and size, Selecting text style, effect and colour, Picking up and applying styles, Creation of Graphs, Displaying slide show and adding multi-media.

SUGGESTED READINGS:

1. Windows Based Computer Courses, Rachhpal Singh &Gurvinder Singh.
2. Information Technology, Hardeep Singh &Anshuman Sharma.
3. Office Complete, BPB Publications.

Note: The latest Editions of the books should be followed.

B.Voc. Retail Management (Semester-I)
(Session 2018-19)
COMPUTER APPLICATIONS IN RETAIL
Course Code: BVRL-1126

Course Outcomes:

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

- CO1: gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications.
- CO2: explore various methods where information technology can be used to support existing businesses and strategies.
- CO3: investigate emerging technology in shaping new processes, strategies and business models in retail.
- CO4: achieve hands-on experience with productivity/application software to enhance business activities.
- CO5: accomplish projects utilizing business theories, teamwork, internet resources and computer technology.
- CO6: work with simple design and development tasks for retailing.

B.Voc. Retail Management (Semester-I)
(Session 2018-19)
COMPUTER APPLICATIONS IN RETAIL
Course Code: BVRL-1126

Time: 3 Hours
4 Hours/week
L-T-P
4-0-0

Max. Marks: 50
Theory Marks: 40
CA: 10

Instructions to Paper Setter:

The paper-setters shall be asked to set 8 (eight) Questions (of equal marks), two in each of the four sections (Section A to D, corresponding to the distribution in the syllabi). Further, the paper-setters shall be instructed to make sub-sections (not exceeding 4) of the questions and allocate appropriate marks to each sub-section. The candidates shall be asked to attempt five questions by selecting one question from each section and fifth question may be attempted from any section.

Unit-I
Introduction to Information Technology, Evolution of IT Management, basics of information system, Types of information System, Internet based Business Systems, Electronic Point of Sales-Hardware, Software and Automatic Identification and Data Capture (AIDC), Value Chain Reconstruction for E-Business
Unit-II
IT Management Challenges and Issues, Database Management System, network and telecommunications, Electronic Point of Sales (EPOS), Approaches to EPOS, modern electronic payment methods, Smart Cards, EPOS Products and Suppliers, Managing Retail through Technology.
Unit-III
Enterprise Resource Planning (ERP), information systems for supply chain management, Knowledge Management, Data Warehousing, Data Mining.
Unit-IV
Customers Relationship Management applications, e-tailing, Emerging retail technology and retail IT products and vendors, E-Business, E-Business Expectations and Customer Satisfaction.

SUGGESTED READINGS:

1. Information Technology for Retail, Girdhar Joshi, Oxford Printing Press
2. Henry C.lucas.Jr., Information Technology-Strategic Decision Making for Managers, John Wiley and Sons Private Limited, Singapore
3. Swapana Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company

Note: The latest Editions of the books should be followed.

B.Voc. Retail Management (Semester-I)
(Session 2018-19)
LAB ON RETAIL SELLING SKILLS
Course Code: BVRP-1327

Course Outcomes:

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

- CO1: distinguish between the three selling situations (self- service, self- selection and full personal service)
- CO2: greet customers in an appropriate manner
- CO3: use active listening skills to identify specific customer needs identify various means of opening a sale
- CO4: demonstrate thorough product knowledge while selling i.e. benefits in use, functions, materials, origins, features
- CO5: explain functions/features/benefits of a product appropriate to the needs of a particular consumer (through information gained by active listening)
- CO6: construct an Offer Analysis Sheet for products which they are required to sell
- CO7: conduct a sale requiring personal selling from opening through to the closing stage.

B.Voc. Retail Management (Semester-I)
(Session 2018-19)
LAB ON RETAIL SELLING SKILLS
Course Code: BVRP-1327

Time: 3 Hours
8 Hours/week
L-T-P
0-0-6

Max. Marks: 75
Practical: 60
CA: 15

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

B.Voc. Retail Management (Semester-II)

(Session 2018-19)

PUNJABI (COMPULSORY)

Course Code- BVRL-2421

COURSE OUTCOMES

CO1:ਆਤਮ ਅਨਾਤਮ ਪੁਸਤਕ ਦੇ ਕਹਾਣੀ ਭਾਗ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਹਾਣੀ ਨੂੰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਕਹਾਣੀ ਜਗਤ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO2:ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ ਸੰਗ੍ਰਹਿ) ਪੁਸਤਕ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਮੁੱਲਵਾਨ ਇਤਿਹਾਸ ਤੋਂ ਜਾਣੂ ਕਰਵਾਉਣਾ ਹੈ।

CO3:ਸੰਖੇਪ ਰਚਨਾ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਸਮੇਂ ਅਤੇ ਮਿਹਨਤ ਦੀ ਬੱਚਤ ਕਰਨ ਬਾਰੇ ਦੱਸਣਾ ਹੈ।

CO4:ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦੇਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO5:ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਪੜ੍ਹਣ ਨਾਲ ਵਿਦਿਆਰਥੀ ਇਸਦੇ ਮੁੱਢਲੇ ਸੰਕਲਪਾਂ ਨੂੰ ਆਧਾਰ ਬਣਾ ਕੇ ਇਹਨਾਂ ਸੰਕਲਪਾਂ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ।

CO6:ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ - ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

CO7:ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ। ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।

B.Voc. Retail Management (Semester-II)

(Session 2018-19)

PUNJABI (COMPULSORY)

Course Code- BVRL-2421

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks : 50

Theory : 40

CA : 10

ਪਾਠ ਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

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

08 ਅੰਕ

ਯੂਨਿਟ-II

ਗਿਆਨ ਮਾਲਾ(ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)(ਸੰਪ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2007
ਲੇਖ :ਸਾਹਿਤ ਤੇ ਲੋਕ ਸਾਹਿਤ, ਅੱਖਾਂ, ਅਚੇਤਨ ਦਾ ਗੁਣ ਤੇ ਸੁਭਾਅ, ਕੰਪਿਊਟਰ ਅਤੇ ਇੰਟਰਨੈੱਟ, ਮਨੁੱਖੀ ਅਧਿਕਾਰ।

08 ਅੰਕ

ਯੂਨਿਟ-III

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

08 ਅੰਕ

ਯੂਨਿਟ-IV

(ੳ) ਸੰਖੇਪ ਰਚਨਾ
(ਅ) ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ

08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਯੂਨਿਟ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਯੂਨਿਟ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅਗੋਂ ਵਧ ਤੋਂ ਵਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

B. Voc. (Retail Management) (Semester -II)

Session: 2018-19

BASIC PUNJABI

(In lieu of Compulsory Punjabi)

COURSE CODE-BVRL-2031

Course outcomes

CO1: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਸਿਖਾਉਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਵਿਚ ਪਾ ਕੇ ਇਕ ਹੋਰ ਭਾਸ਼ਾ ਸਿੱਖਣ ਦੇ ਮੌਕੇ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ। ਇਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਬਾਰੀਕਬੀਨੀ ਨਾਲ ਭਾਸ਼ਾ ਦਾ ਅਧਿਐਨ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO2: ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO3: ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ - ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

CO4: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦਾ ਸ਼ਬਦ ਘੇਰਾ ਵਿਸ਼ਾਲ ਕਰਨਾ ਹੈ।

CO5: ਵਿਦਿਆਰਥੀ ਵਾਕ ਦੀ ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਇਸਦੀ ਬਣਤਰ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ ਅਤੇ ਭਾਸ਼ਾ ਤੇ ਪਕੜ ਮਜ਼ਬੂਤ ਹੋਵੇਗੀ।

CO6: ਪੈਰ੍ਹਾ ਰਚਨਾ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO7: ਸੰਖੇਪ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਸੰਖੇਪ ਵਿਚ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ।

CO8: ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ ਲਿਖਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਸ ਕਲਾ ਵਿਚ ਨਿਪੁੰਨ ਕਰਨਾ ਹੈ।

CO9: ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ। ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।

B. Voc. (Retail Management) (Semester -II)

Session: 2018-19

BASIC PUNJABI

(In lieu of Compulsory Punjabi)

COURSE CODE-BVRL-2031

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks : 50

Theory : 40

CA : 10

ਪਾਠ ਕ੍ਰਮ

ਯੂਨਿਟ-I

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

08 ਅੰਕ

ਯੂਨਿਟ-II

ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ

(ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

08 ਅੰਕ

ਯੂਨਿਟ-III

ਪੈਰ੍ਹਾ ਰਚਨਾ

ਸੰਖੇਪ ਰਚਨਾ

08 ਅੰਕ

ਯੂਨਿਟ-IV

ਚਿੱਠੀ ਪਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)

ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਯੂਨਿਟ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਯੂਨਿਟ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

B. Voc. (Retail Management) (Semester -II)

Session: 2018-19

PUNJAB HISTORY AND CULTURE (C. 320 TO 1000 B.C.)

(Special paper in lieu of Punjabi Compulsory)

(For those students who are not domicile of Punjab)

COURSE CODE: BVRL-2431

COURSE OUTCOMES:

After completing Semester II and course on Ancient History of Punjab, students of History will be able to identify and have a complete grasp on the sources & writings of Ancient History of Punjab

CO 1: Analyse the emergence of Mauryan, Gupta empires during the classical age in India

CO 2: To understand the various factors leading to rise and fall of empires and emergence of new dynasties and their Culture, society, administration, polity and religion specifically of Kushans and Vardhanas in the Punjab

CO 3: Students will be adept in constructing original historical argument based on primary source material research

CO 4: To have an insight on the existing Literature of this period and understand the past developments in the light of present scenario.

CO 5: To enable students to have thorough insight into the various forms/styles of Architecture and synthesis of Indo - Muslim Art and Architecture in Punjab

B. Voc. (Retail Management) (Semester -II)
Session: 2018-19
PUNJAB HISTORY AND CULTURE (C. 320 TO 1000 B.C.)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

COURSE CODE: BVRL-2431

Examination Time: 3 Hours
Credits L-T-P: 2-0-0
Contact Hours: 2Hrs/Week

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter:

- 1. Question paper shall consist of four Units**
- 2. Examiner shall set 8 questions in all by selecting Two Questions of equal marks from each Unit.**
- 3. Candidates shall attempt 5 questions in 600 words, by at least selecting One Question from each Unit and the 5th question may be attempted from any of the four Units.**
- 4. Each question will carry 8 marks**

Unit-I

1. Alexander's Invasion's and Impact
2. Administration of Chandragupta Maurya and Ashoka.

Unit-II

3. The Kushans: Gandhar School of Art .
4. Gupta Empire: Golden period (Science , Art and Literature)

Unit-III

5. The Punjab under the Harshvardhana
6. Socio-cultural History of Punjab from 7th to 1000 A.D.

UNIT IV

7. Development of Languages and Education with Special reference to Taxila
8. Development to Art and Architecture

Suggested Readings

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

B. Voc. (Retail Management) (Semester -II)
Session: 2018-19
COMMUNICATION SKILLS IN ENGLISH
COURSE CODE: BVRM-2102

COURSE OUTCOMES

At the end of this course, the students will develop the following skills:

CO 1: Enhancement of listening skills with the help of listening exercises based on conversation, news and TV reports

CO 2: Improvement of speaking skills enabling them to converse in a specific situation

CO 3: Acquisition of knowledge of phonetics which will help them in learning about correct pronunciation as well as effective speaking

CO 4: The capability to present themselves well in a job interview

CO 5: The ability of Note-Taking to be able to distinguish the main points from the supporting details and the irrelevant information from the relevant one

CO 6: Speaking skills of the students enabling them to take active part in group discussion and present their own ideas

CO 7: The capability of narrating events and incidents in a logical sequence

B. Voc. (Retail Management) (Semester -II)
Session: 2018-19
COMMUNICATION SKILLS IN ENGLISH
COURSE CODE: BVRM-2102

Time: 3 hours (Theory)
3 hours (Practical)

Max. Marks: 50
Theory: 25
Practical: 15
Continuous Assessment: 10

Instructions for the paper setters and distribution of marks:

The question paper will consist of four sections and distribution of marks will be as under:

Section-A: Two questions of theoretical nature will be set from Unit I of the syllabus and the candidates will have to attempt one carrying 5 marks.

Section-B: Two questions will be set from Unit II of the syllabus. Candidates will have to attempt one carrying 5 marks.

Section-C: Two questions will be set from Unit III of the syllabus. Candidates will have to attempt one carrying 5 marks.

Section-D: Two questions will be set from Unit IV of the syllabus. Candidates will have to attempt one carrying 5 marks.

Important Note:

The candidate will have to attempt five questions in all selecting one from each section of the question paper and the fifth question from any of the four sections.

(5 x 5 = 25)

Course Contents:

Unit I

Listening Skills: Barriers to listening; effective listening skills; feedback skills.

Activities: Listening exercises – Listening to conversation, News and TV reports

Unit II

Attending telephone calls; note taking and note making

Activities: Taking notes on a speech/lecture

Unit III

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

Unit IV

The study of sounds of English, stress Situation based

Conversation in English Essentials of Spoken English

Activities: Giving Interviews

Recommended Books:

1. *Oxford Guide to Effective Writing and Speaking* by John Seely.
2. *Business Communication* by Sethi, A and Adhikari, B., McGraw Hill Education 2009.
3. *Communication Skills* by Raman, M. & S. Sharma, OUP, New Delhi, India (2011).
4. *A Course in Phonetics and Spoken English* by J. Sethi and P.V. Dhamija, Phi Learning.

PRACTICAL / ORAL TESTING

Examination Time: 3 hours

Marks: 15

Course Contents:

1. Oral Presentation with/without audio visual aids.
2. Group Discussion.
3. Listening to any recorded or live material and asking oral questions for listening comprehension.

Questions:

1. Oral Presentation will be of 5 to 7 minutes duration. (Topic can be given in advance or it can be of 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.

Course Contents:

Unit I

Listening Skills: Barriers to listening; effective listening skills; feedback skills.

Activities: Listening exercises – Listening to conversation, News and TV reports

Unit II

Attending telephone calls; note taking and note making.

Activities: Taking notes on a speech/lecture

Unit III

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

Unit IV

The study of sounds of English, stress Situation based Conversation in English
Essentials of Spoken English

Activities: Giving Interviews

Recommended Books:

1. *Oxford Guide to Effective Writing and Speaking* by John Seely.
2. *Business Communication* by Sethi, A and Adhikari, B., McGrawHill Education 2009.
3. *Communication Skills* by Raman, M. & S. Sharma, OUP, New Delhi, India (2011).
4. *A Course in Phonetics and Spoken English* by J. Sethi and P.V.Dhamija, PhiLearning.

B.Voc. Retail Management (Semester-II)
(Session 2018-19)
RETAIL SHOPPER BEHAVIOUR
Course Code: BVRL-2323

Course Outcomes Retail Shopper Behaviour

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

CO1: describe the characteristics of the local retail environment, and its importance for the economy.

CO2: identify different retail occupations and the related skills, attributes and behaviours.

CO3: demonstrate products to customers

CO4: help customers choose right products

CO5: help in maximizing product sales and participate in product promotion

B.Voc. Retail Management (Semester-II)
(Session 2018-19)
Course Code: BVRL-2323
RETAIL SHOPPER BEHAVIOUR

Time: 3 Hours
4 Hours/week
L-T-P
4-0-0

Max. Marks: 50
Theory Marks: 40
CA: 10

Instructions to Paper Setter:

The paper-setters shall be asked to set 8 (eight) Questions (of equal marks), two in each of the four sections (Section A to D, corresponding to the distribution in the syllabi). Further, the paper-setters shall be instructed to make sub-sections (not exceeding 4) of the questions and allocate appropriate marks to each sub-section. The candidates shall be asked to attempt five questions by selecting one question from each section and fifth question may be attempted from any section.

Unit-I
Introduction to Shopper behaviour, Nature, Types of Shopper, Importance of understanding shopper behaviour, Buying participants and their role. Concepts and techniques for understanding the retail dynamics of customer, buying decision process for products.
Unit-II
Shopper decision making process, Need/problem recognition stages in retail buying decision process such as information search alternatives evaluation, brand choice/post purchase dissonance, brand loyalty and motivation research concepts. Model of retail consumer behaviour personal, social and cultural influence on customer, understanding customer needs and motives.
Unit-III
Influence of social class on shopper behaviour groups, types of group & influence of group opinion leadership, word of mouth communication. Shopper needs and motives: - Importance, meaning and types. Motivation theories, perception, importance & meaning, elements of perception.
Unit-IV
Shopper attitudes: - Meaning & Elements, attitude development process. Attitude measurement. Customer Services in Retail, CRM.

SUGGESTED READINGS:

1. Retail Marketing by A. Siva Kumar.
2. Patronage Behavior & Retail Management by William R. Darden.
3. Retail Marketing by Gary Akchurst.
4. Cases in Retail management by R.K Srivastava.
5. Consumer Behaviour by Wayne D.Hoyer&J.MacInnis

Note: The latest Editions of the books should be followed.

B.Voc. Retail Management (Semester-II)
(Session 2018-19)
HUMAN RESOURCE IN RETAIL OPERATIONS
Course Code: BVRL – 2324

Course Outcomes:

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

CO1: explain the importance of human resources and their effective management in organizations.

CO2: discuss how to strategically plan for the human resources needed to meet organizational goals and objectives.

CO3: contribute to the development, implementation and evaluation of employee recruitment, selection, and retention plans and processes.

CO4: develop, implement, and evaluate employee orientation, training, and development programs.

CO5: define the process of job analysis and discuss its importance as a foundation for human resource management practice.

CO6: describe the steps required to develop and evaluate an employee training program.

CO7: identify and explain the issues involved in establishing compensation systems.

CO8: understand the importance of labour participation in management.

B.Voc. Retail Management (Semester-II)
(Session 2018-19)
HUMAN RESOURCE IN RETAIL OPERATIONS
Course Code: BVRL – 2324

Time: 3 Hours
4 Hours/week
L-T-P
4-0-0

Max. Marks: 50
Theory Marks: 40
CA: 10

Instructions to Paper Setter:

The paper-setters shall be asked to set 8 (eight) Questions (of equal marks), two in each of the four sections (Section A to D, corresponding to the distribution in the syllabi). Further, the paper-setters shall be instructed to make sub-sections (not exceeding 4) of the questions and allocate appropriate marks to each sub-section. The candidates shall be asked to attempt five questions by selecting one question from each section and fifth question may be attempted from any section.

Unit-I
Introduction to Human Resource in retail operations, Importance, Scope, functions, Objectives. Evolution of the concept of Human Resource in Retail Operations, Long Run and Short Run Objectives of HR in Retail.
Unit-II
Planning for Human Resource, Organizational charts, Design for Retailer's specific needs. Recruitment & selection, job analysis, Process of job analysis, Job specification, Methods of job analysis
Unit-III
Placement, Induction & Internal mobility of human resource. Training of employees, Need for training, objectives and methods of training, evaluation, Commitment and Motivation of human resource.
Unit-IV
Compensation management & grievance redressal, Compensation planning, wage systems, factors influencing wage system, Employee turnover, Labour participation in management.

SUGGESTED READINGS:

1. Retailing Management, Michael Levy and Barton Weitz, Mc Graw Hill, Irwin
2. Retail Management: A Strategic Approach by Berman, Bary and Joel.
3. Human Resource and Personnel Management by K. Arswathappa.
4. Human Resource in Indian Organisation by R.S Dwivedi.
5. Retail Management by S.L Gupta.

Note: The latest Editions of the books should be followed.

B.Voc. Retail Management (Semester-II)
(Session 2018-19)
MANAGERIAL ECONOMICS
Course Code: BVRL -2325

Course Outcomes:

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

CO1: understand the basic concepts of managerial economics.

CO2: apply economic principles to management decisions.

CO3: understand the basic concepts of demand, supply and equilibrium and their determinants.

CO4: define and measure elasticity, apply the concepts of price, cross and income elasticity and analyze how elasticity affects revenue.

CO5: understand cost function and the difference between short-run and long-run cost function.

CO6: establish the linkage between production function and cost function.

CO7: analyze the demand and supply conditions and assess the position of a company.

B.Voc. Retail Management (Semester-II)
(Session 2018-19)
MANAGERIAL ECONOMICS
Course Code: BVRL -2325

Time: 3 Hours
4 Hours/week
L-T-P
2-0-0

Max. Marks: 50
Theory Marks: 40
CA: 10

The paper-setters shall be asked to set 8 (eight) Questions (of equal marks), two in each of the four sections (Section A to D, corresponding to the distribution in the syllabi). Further, the paper-setters shall be instructed to make sub-sections (not exceeding 4) of the questions and allocate appropriate marks to each sub-section. The candidates shall be asked to attempt five questions by selecting one question from each section and fifth question may be attempted from any section.

Unit-I
Introduction to Managerial Economics: Introduction, concept, scope, significance of managerial economics. Distinction b/w Economics and Managerial Economics, Role of Managerial Economics & major Economic problems & tools of managerial economics.
Unit-II
Demand and Supply: Introduction, concept of demand, Law of demand, change in demand & Quantity demanded, concept of supply, law of supply, demand & supply equilibrium. Elasticity of Demand and Supply: Price elasticity of demand, measurement, factors influencing price elasticity of demand. Income elasticity of demand, cross elasticity of demand, elasticity of supply, factors determining elasticity of supply.
Unit-III
Production & Cost function: Production function, short run production, long run production, producer's equilibrium, types of production function. Concept of Cost, type of cost in long run and short run.
Unit-IV
Market dynamic: elements of competition, perfect competition, monopoly & price discrimination, imperfect competition & duopoly. Profit concepts and measurement. Role of Government in an economy: Introduction, Requirement of Government intervention in an economy, role of Govt. in different economic systems and policies.

SUGGESTED READINGS:

1. Business Economics by M Adhikary.
2. Managerial Economics by O.P Chopra.
3. Managerial Economics by G Paul Keat & Phillips K. Y.
4. Managerial Economics by Prof (Dr.) Jaswinder Singh.

Note: The latest Editions of the books should be followed.

B.Voc. Retail Management (Semester-II)
(Session 2018-19)
COMPUTER PRACTICAL-II (MS OFFICE)
Course Code: BVRM – 2126

Course Outcomes:

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

CO1: effectively use formulas in worksheets.

CO2: indicate the names and functions of the excel interface components.

CO3: enter and edit data.

CO4: format data and cells.

CO5: construct formulas, including the use of built-in functions, and relative and absolute references.

CO6: create and modify charts.

B.Voc. Retail Management (Semester-II)
(Session 2018-19)
COMPUTER PRACTICAL-II (MS OFFICE)
Course Code: BVRM – 2126

Time: 3 Hours
6 Hours/week

L-T-P
2-0-2

Max. Marks: 75
Theory Marks: 40
Practical: 20
CA: 15

Instructions to Paper Setter:

For Theory, the paper-setters shall be asked to set 8 (eight) Questions (of equal marks), two in each of the four sections (Section A to D, corresponding to the distribution in the syllabi). Further, the paper-setters shall be instructed to make sub-sections (not exceeding 4) of the questions and allocate appropriate marks to each sub-section. The candidates shall be asked to attempt five questions by selecting one question from each section and fifth question may be attempted from any section.

Unit-I
MS-EXCEL Introduction to Worksheet/Spreadsheets, creating a simple Worksheet, Computations in a Worksheet, Printing the Worksheet, Graphs, Data Sorting, Filling, Query, Filtering. Applying Formulas.
Unit-II
ADVANCED EXCEL Functions and Formulas: Formulas with Multiple Operators, Inserting and Editing a Function, Auto Calculate and Manual Calculation, Defining Names, Using and Managing Defined Names, Displaying and Tracing Formulas, Understanding Formula Errors, Using Logical Functions (IF), Using Financial Functions (PMT), Using Database Functions (DSUM), Using Lookup Functions (VLOOKUP), User Defined and Compatibility Functions, Financial Functions, Date & Time Functions, Math & Trig Functions, Statistical Functions, Database Functions, Text Functions, Logical Functions, Information Functions, Engineering and Cube Functions. Working with Data Ranges: Sorting by One Column, Sorting by Colours or Icons, Sorting by Multiple Columns, Sorting by a Custom List, Filtering Data, creating a Custom AutoFilter, Using an Advanced Filter.
Unit-III
Working with PivotTables: Creating a PivotTable, Specifying PivotTable Data, Changing a PivotTable's Calculation, Filtering and Sorting a PivotTable, Working with PivotTable Layout, Grouping PivotTable Items, Updating a PivotTable, Formatting a PivotTable, Creating a PivotChart, Using Slicers, Sharing Slicers between PivotTables.

Analyzing and Organizing Data: Creating Scenarios, creating a Scenario Report, Working with Data Tables.

Unit-IV

Working with Web and External Data: Inserting a Hyperlink, Importing Data from an Access Database or Text File, Importing Data from the Web and Other Sources, Working with Existing Data Connections.

Customizing Excel: Customizing the Ribbon, Customizing the Quick Access Toolbar, Using and Customizing AutoCorrect, Changing Excel's Default Options, Creating a Custom AutoFill List, Creating a Custom Number Format.

SUGGESTED READINGS:

1. Windows Based Computer Courses, Rachhpal Singh &Gurvinder Singh.
2. Information Technology, Hardeep Singh &Anshuman Sharma.
3. Office Complete, BPB Publications.

Note: The latest Editions of the books should be followed.

B.Voc. Retail Management (Semester-II)
(Session 2018-19)
TRAINING PROJECT
Course Code: BVRI – 2327

Time: 4-6 Weeks

Max. Marks: 100

L-T-P

0-0-6

Course Outcomes:

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

CO1: explain the basic terminologies of retail

CO2: deal with the customer

CO3: handle the cash

CO4: understand the selection of right store layout and design according to the nature of merchandise

CO5: understand the working of the retail store

CO6: understand the importance of visual merchandising

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training.

The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report.

Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 20 marks) on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student.

The evaluation of the remaining 60 marks shall be made by external examiner appointed by the university who shall evaluate the report on the basis of presentation and the assessment report received from the organization where student has undergone.