

# **FACULTY OF VOCATIONAL STUDIES**

## **SYLLABUS**

**of**

**Bachelor of Vocation (Retail Management) (Semester-I-IV)**

**(Under Credit Based Continuous Evaluation Grading System)**

**Session: 2019-20**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA  
JALANDHAR  
(Autonomous)**

# Kanya Maha Vidyalaya, Jalandhar (Autonomous)

## SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME BACHELOR OF VOCATION (RETAIL MANAGEMENT) SEMESTER –I Session-2019-20

| Bachelor of Vocation (Retail Management) Semester-I |  |             |         |       |      |    |    |                             |
|---|--|-------------|---------|-------|------|----|----|-----------------------------|
| Course Code   | Course Title   | Course Type | Credits | Marks |      |    |    | Examination time (in Hours) |
|   |  |             |         | Total | Ext. |    | CA |                             |
|   |  |             |         |       | L    | P  |    |                             |
| BVRL-1421/<br>BVRL-1031/<br>BVRL-1431               | Punjabi (Compulsory)/ OR<br><sup>1</sup> Basic Punjabi/ OR<br><sup>2</sup> Punjab History & Culture<br>(1450-1716) (Special paper in lieu of Punjabi Compulsory) | C           | 2       | 50    | 40   | -  | 10 | 3                           |
| BVRL-1102   | Communication Skills in English  | C           | 4       | 50    | 40   | -  | 10 | 3                           |
| BVRL-1323   | Fundamentals of Management   | S           | 4       | 50    | 40   | -  | 10 | 3                           |
| BVRL-1324   | Basics of Retail Management  | S           | 4       | 50    | 40   | -  | 10 | 3                           |
| BVRL-1125   | Computer Fundamentals-I  | C           | 2       | 50    | 40   | -  | 10 | 3                           |
| BVRL-1126   | Computer Applications in Retail  | S           | 4       | 50    | 40   | -  | 10 | 3                           |
| BVRP-1127   | Lab on Computer Fundamentals-I (MS Office)   | S           | 2       | 50    | -    | 40 | 10 | 3                           |
| BVRP-1328   | Lab on Retail Selling Skills   | S           | 4       | 75    | -    | 60 | 15 | -                           |
| AECD-1161   | Drug Abuse: Problem, Management and Prevention (Compulsory)  | AC          | 2       | 50    | 40   | -  | 10 | 3                           |
| SECF-I492   | Foundation Course  | AC          | 2       | 25    | 20   | -  | 05 | 1                           |
|   | Total  |             | 30      | 500   |      |    |    |                             |

**C-Compulsory**

**S- Skill Enhancement**

**AC- Audit Course**

<sup>1</sup> Special paper in lieu of Punjabi (Compulsory).

<sup>2</sup> Special paper in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

# Kanya Maha Vidyalaya, Jalandhar (Autonomous)

## SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME BACHELOR OF VOCATION (RETAIL MANAGEMENT) SEMESTER -II Session-2019-20

| Bachelor of Vocation (Retail Management) Semester-II |  |             |         |       |      |     |    |                             |
|--|--|-------------|---------|-------|------|-----|----|-----------------------------|
| Course Code  | Course Title   | Course Type | Credits | Marks |      |     |    | Examination time (in Hours) |
|  |  |             |         | Total | Ext. |     | CA |                             |
|  |  |             |         |       | L    | P   |    |                             |
| BVRL-2421/<br>BVRL-2031/<br>BVRL-2431                | Punjabi (Compulsory)<br><sup>1</sup> Basic Punjabi/<br><sup>2</sup> Punjab History & Culture (1717-1947) | C           | 2       | 50    | 40   | -   | 10 | 3                           |
| BVRM-2102  | Communication Skills in English  | C           | 4       | 50    | 25   | 15  | 10 | 3+3                         |
| BVRL-2323  | Retail Shopper Behaviour   | S           | 4       | 50    | 40   | -   | 10 | 3                           |
| BVRL-2324  | HR in Retail Operations  | S           | 4       | 50    | 40   | -   | 10 | 3                           |
| BVRL-2325  | Managerial Economics   | C           | 2       | 50    | 40   | -   | 10 | 3                           |
| BVRM-2126  | Computer Fundamentals –II (Advance Excel)  | S           | 4       | 75    | 40   | 20  | 15 | 3+3                         |
| BVRI-2327  | Training Project   | S           | 6       | 100   | -    | 100 | -  | -                           |
| AECD-2161  | <sup>3</sup> Drug Abuse: Problem, Management and Prevention (Compulsory)                                 | AC          | 2       | 50    | 40   | -   | 10 | 3                           |
| SECM-2502  | <sup>3</sup> Moral Education   | AC          | 2       | 25    | 20   | -   | 05 | 1                           |
|  | Total  |             | 30      | 425   |      |     |    |                             |

**C-Compulsory**

**S- Skill Enhancement**

**AC- Audit Course**

<sup>1</sup> Special Course in lieu of Punjabi (Compulsory).

<sup>2</sup> Special Course in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

<sup>3</sup> Grades point or grades of these courses will be included in the SGPA/CGPA of Semester/ Programme

# Kanya Maha Vidyalaya, Jalandhar (Autonomous)

## SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME BACHELOR OF VOCATION (RETAIL MANAGEMENT) SEMESTER -III Session-2019-20

| Bachelor of Vocation (Retail Management) Semester-III |   |             |         |       |      |    |    |                             |
|---|---|-------------|---------|-------|------|----|----|-----------------------------|
| Course Code   | Course Title                                | Course Type | Credits | Marks |      |    |    | Examination time (in Hours) |
|   |   |             |         | Total | Ext. |    | CA |                             |
|   |   |             |         |       | L    | P  |    |                             |
| BVRL-3321   | Principles of Accounting                    | S           | 4       | 50    | 40   | -  | 10 | 3                           |
| BVRL-3322   | E-Commerce                                  | C           | 4       | 50    | 40   | -  | 10 | 3                           |
| BVRL-3323   | Store Layout & Design                       | S           | 4       | 50    | 40   | -  | 10 | 3                           |
| BVRL-3324   | Retail Logistics Management                 | C           | 4       | 50    | 40   | -  | 10 | 3                           |
| BVRL-3325   | Health & Safety Management Issues In Retail | C           | 2       | 50    | 40   | -  | 10 | 3                           |
| BVRM-3126   | Computer Applications-Tally & Internet      | S           | 4       | 75    | 40   | 20 | 15 | 3+3                         |
| BVRP-3327   | Store Operations-I                          | S           | 6       | 100   | -    | 80 | 20 | -                           |
| SECP-3512   | Personality Development                     | AC          | 2       | 25    | 20   | -  | 05 | 1                           |
|   | Total                                       |             | 30      | 450   |      |    |    |                             |

**C-Compulsory**

**S- Skill Enhancement**

**AC- Audit Course**

# Kanya Maha Vidyalaya, Jalandhar (Autonomous)

## SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME BACHELOR OF VOCATION (RETAIL MANAGEMENT) SEMESTER -IV Session-2019-20

| Bachelor of Vocation (Retail Management) Semester-IV |  |             |         |       |      |    |    |                             |
|--|--|-------------|---------|-------|------|----|----|-----------------------------|
| Course Code  | Course Title                                     | Course Type | Credits | Marks |      |    |    | Examination time (in Hours) |
|  |  |             |         | Total | Ext. |    | CA |                             |
|  |  |             |         |       | L    | P  |    |                             |
| BVRL-4321  | Supply Chain Management                          | S           | 4       | 50    | 40   | -  | 10 | 3                           |
| BVRL-4322  | Merchandising Management                         | S           | 4       | 50    | 40   | -  | 10 | 3                           |
| BVRL-4323  | Entrepreneurship Development                     | C           | 4       | 50    | 40   | -  | 10 | 3                           |
| BVRL-4324  | Business Ethics                                  | C           | 2       | 50    | 40   | -  | 10 | 3                           |
| BVRM-4325  | Lab on E-Retailing and Retail Information System | S           | 4       | 50    | 25   | 15 | 10 | 3+1                         |
| BVRP-4326  | Store Operations–II                              | S           | 6       | 100   | -    | 80 | 20 | -                           |
| AECE-4221  | *Environmental Studies (Compulsory)              | C           | 4       | 100   | 60   | 20 | 20 | 3                           |
| SECS-4522  | *Social Outreach                                 | C           | 2       | 25    | -    | 25 | -  | 1                           |
|  | Total  |             | 30      | 475   |      |    |    |                             |

**C-Compulsory**

**S- Skill Enhancement**

**AC- Audit Course**

<sup>1</sup> Special Course in lieu of Punjabi (Compulsory).

<sup>2</sup> Special Course in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-I)**

**SESSION 2019-2020**

**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।

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-I)**

**SESSION 2019-2020**

**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 ਅਗੇ ਵਧ ਤੋਂ ਵਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**

**SESSION: 2019-2020**

**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।



**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**

**SESSION: 2019-2020**

**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 ।

**08 ਅੰਕ**

**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।

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION: 2019-2020**  
**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

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION: 2019-2020**  
**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 **5<sup>th</sup> 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 (3<sup>rd</sup> 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.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION: 2019-2020**  
**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)

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION: 2019-2020**  
**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.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**

**SESSION 2019-20**

**FUNDAMENTALS OF MANAGEMENT**

**COURSE CODE: BVRL-1323**

**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.

1/2  
**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION 2019-20**  
**FUNDAMENTALS OF MANAGEMENT**  
**COURSE CODE: BVRL-1323**

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

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

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>Unit -I</b>  |
|---|
| <b>Management:</b> 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  |
| <b>Unit-II</b>  |
| <b>Planning:</b> Meaning, significance, types of plans, nature, elements: objectives, policies, rules, procedures, methods, programmes, strategy, decision making.<br><br><b>Organizing:</b> Meaning, nature and purpose of organization forms of organization: line, functional and line and staff, formal and informal organization.  |
| <b>Unit-III</b>   |
| <b>Staffing:</b> Meaning, nature and functions of HRM, manpower management, factors affecting staffing, recruitment, selection, training and development, performance Appraisal: need and process.<br><br><b>Directing:</b> Motivation: meaning, nature, importance, types, and theories of motivation: Mc. Gregor's, Maslow and Herzberg. Leadership: meaning, nature, styles. |



| Unit-IV  |
|--|
| <b>Coordination:</b> Principles and techniques, difference between coordination and cooperation.                     |
| <b>Controlling:</b> 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.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**

**SESSION 2019-20**

**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.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION 2019-20**  
**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 for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>Unit-I</b>  |
|--|
| 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. |
| <b>Unit-II</b>   |
| Retail Strategic Planning and Operation Management, Retail Financial Strategy, Target Market Selection and Retail Location, Store Design and Layout, Visual Merchandising and Displays.  |
| <b>Unit-III</b>  |
| Merchandise Planning, Buying and Handling, Merchandise Pricing, Retail Communication Mix, Promotional Strategy, Retail Human Resources Management, Customer Service, The GAPs Model, Customer Relationship Management.                                 |
| <b>Unit-IV</b>   |
| 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.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION 2019-20**  
**COMPUTER FUNDAMENTALS-I**  
**COURSE CODE: BVRL-1125**

**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.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION 2019-20**  
**COMPUTER FUNDAMENTALS-I**  
**COURSE CODE: BVRL-1125**

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

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

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>Unit-I</b>  |
|--|
| <p><b>MS WORD</b></p> <p>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</p> |
| <b>Unit-II</b>   |
| <p><b>MS WORD</b></p> <p>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.</p>  |
| <b>Unit-III</b>  |
| <p><b>MS-POWER POINT</b></p> <p>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.</p>  |

**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.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION 2019-20**  
**COMPUTER APPLICATIONS IN RETAIL**  
**COURSE CODE: BVRL-1126**

**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.



1/2  
**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION 2019-20**  
**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 for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>Unit-I</b>  |
|--|
| 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 |
| <b>Unit-II</b>   |
| 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.                                      |
| <b>Unit-III</b>  |
| Enterprise Resource Planning (ERP), information systems for supply chain management, Knowledge Management, Data Warehousing, Data Mining.  |
| <b>Unit-IV</b>   |
| 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

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION 2019-20**  
**LAB ON COMPUTER FUNDAMENTALS (MS-OFFICE)**  
**COURSE CODE: BVRP-1127**

**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.

**1/1**  
**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION 2019-20**  
**LAB ON COMPUTER FUNDAMENTALS-I (MS-OFFICE)**  
**COURSE CODE: BVRP-1127**

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

**Max. Marks: 50**  
**Practical Marks: 40**  
**CA: 10**

**MS WORD:**

- Creating new documents
- Opening an existing document
- Editing document
- Page setup
- Adding Margins
- Changing Font style, size
- Text alignment
- Header and footer
- Working with Tables
- Borders and Shading
- Mail Merge

**MS POWERPOINT:**

- Working with PowerPoint elements  
-Templates, Wizards, views, colour schemes
- Exploring PowerPoint menu
- Working with dialogue boxes
- Adding text boxes, Art
- Starting a new slideshow, saving and printing presentation
- Text formatting
- Applying styles
- Adding multimedia

**Note:** 40 marks will be for (practical, theory) to be conducted by External Examiner. Students are required to prepare practical file.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION 2019-20**  
**LAB ON RETAIL SELLING SKILLS**  
**COURSE CODE: BVRP-1328**

**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.

1/3  
**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**SESSION 2019-20**  
**LAB ON RETAIL SELLING SKILLS**  
**COURSE CODE: BVRP-1328**

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

**Max. Marks: 75**  
**Practical Marks: 60**  
**CA: 15**

**Note:** 60 marks will be for (practical, theory) to be conducted by External Examiner. Students are required to prepare practical file.

**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



**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**

**SESSION 2019-2020**

**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।

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**

**SESSION 2019-2020**

**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 ਬਨਵੈਤ), 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।

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**

**SESSION 2019-2020**

**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: ਪੈਰਾ 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।

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**

**SESSION 2019-2020**

**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**

ਪੈਰਾ 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।

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**

**SESSION: 2019-2020**

**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

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**

**SESSION: 2019-2020**

**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 5<sup>th</sup> 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 7<sup>th</sup> 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 (3<sup>rd</sup> 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.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION: 2019-2020**  
**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



**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION: 2019-2020**  
**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.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION 2019-20**  
**RETAIL SHOPPER BEHAVIOUR**  
**COURSE CODE: BVRL-2323**

**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

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION 2019-20**  
**RETAIL SHOPPER BEHAVIOUR**  
**COURSE CODE: BVRL-2323**

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

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

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>Unit-I</b>  |
|--|
| Introduction to Shopper behaviour, Nature, Types of Shopper, Importance of understanding shopper behaviour, Buying participants and their role.<br>Concepts and techniques for understanding the retail dynamics of customer, buying decision process for products.  |
| <b>Unit-II</b>   |
| 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.<br>Model of retail consumer behaviour personal, social and cultural influence on customer, understanding customer needs and motives. |
| <b>Unit-III</b>  |
| Influence of social class on shopper behaviour groups, types of group & influence of group opinion leadership, word of mouth communication.<br>Shopper needs and motives: - Importance, meaning and types. Motivation theories, perception, importance & meaning, elements of perception.  |
| <b>Unit-IV</b>   |
| Shopper attitudes: - Meaning & Elements, attitude development process. Attitude measurement.<br>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

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION 2019-20**  
**HUMAN RESOURCE IN RETAIL OPERATIONS**  
**COURSE CODE: BVRL-2324**

**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.



**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION 2019-20**  
**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 for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>Unit-I</b>  |
|--|
| 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. |
| <b>Unit-II</b>   |
| Planning for Human Resource, Organizational charts, Design for Retailer's specific needs.<br><br>Recruitment & selection, job analysis, Process of job analysis, Job specification, Methods of job analysis.       |
| <b>Unit-III</b>  |
| 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.                 |
| <b>Unit-IV</b>   |
| 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.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION 2019-20**  
**MANAGERIAL ECONOMICS**  
**COURSE CODE: BVRL-2325**

**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.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION 2019-20**  
**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**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>Unit-I</b>   |
|---|
| <p>Introduction to Managerial Economics: Introduction, concept, scope, significance of managerial economics.</p> <p>Distinction b/w Economics and Managerial Economics, Role of Managerial Economics &amp; major Economic problems &amp; tools of managerial economics.</p>   |
| <b>Unit-II</b>  |
| <p>Demand and Supply: Introduction, concept of demand, Law of demand, change in demand &amp; Quantity demanded, concept of supply, law of supply, demand &amp; 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.</p> |
| <b>Unit-III</b>   |
| <p>Production &amp; 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.</p>   |
| <b>Unit-IV</b>  |
| <p>Market dynamic: elements of competition, perfect competition, monopoly &amp; price discrimination, imperfect competition &amp; 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.</p>   |

**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.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION 2019-20**  
**COMPUTER FUNDAMENTALS-II (ADVANCE EXCEL)**  
**COURSE CODE: BVRM-2126**

**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.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION 2019-20**  
**COMPUTER FUNDAMENTALS-II (ADVANCE EXCEL)**  
**COURSE CODE: BVRM-2126**

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

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

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>Unit-I</b>  |
|--|
| <b>MS-EXCEL</b><br>Introduction to Worksheet/Spreadsheets, creating a simple Worksheet, Computations in a Worksheet, Printing the Worksheet, Graphs, Data Sorting, Filling, Query, Filtering.<br>Applying Formulas.  |
| <b>Unit-II</b>   |
| <b>ADVANCED EXCEL</b><br><b>Functions and Formulas:</b> 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.<br><b>Working with Data Ranges:</b> 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   |
|--|
| <p><b>Working with PivotTables:</b> 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.</p> <p><b>Analyzing and Organizing Data:</b> Creating Scenarios, creating a Scenario Report, Working with Data Tables.</p> |
| Unit-IV  |
| <p><b>Working with Web and External Data:</b> 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.</p> <p><b>Customizing Excel:</b> 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.</p>                       |

**Note:** 20 marks will be for (practical, theory) to be conducted by External Examiner. Students are required to prepare practical file.

#### **SUGGESTED READINGS:**

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



**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION 2019-20**  
**TRAINING PROJECT**  
**COURSE CODE: BVRI-2327**

**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

1/1  
**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)**  
**SESSION 2019-20**  
**TRAINING PROJECT**  
**COURSE CODE: BVRI-2327**

**Time: 4-6 Weeks**  
**L-T-P**  
**0-0-6**

**Max. Marks: 100**  
**Project Report & Presentation: 100**

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 40 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 for 50 marks on the basis of presentation and the assessment report received from the organization where student has undergone. 10 marks will be allotted to theory paper.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)**  
**SESSION 2019-20**  
**PRINCIPLES OF ACCOUNTING**  
**COURSE CODE: BVRL-3321**

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

**CO1:** Develop and understand the nature and purpose of financial statements in relationship to decision making.

**CO2:** Use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements.

**CO3:** Learn basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.

**CO4:** Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to users.

**CO5:** Prepare the financial statement of sole proprietorship and companies.

1/2  
**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)**  
**SESSION 2019-20**  
**PRINCIPLES OF ACCOUNTING**  
**COURSE CODE: BVRL-3321**

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

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

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>UNIT-I</b>  |
|--|
| Theory base of Accounting. Fundamental accounting assumptions: full disclosure, materiality, prudence. Accounting principles: accounting entity, money measurement, accounting period, going concern, consistency, and accrual cost concept, matching concept and dual aspect. Bases of accounting – cash basis and accrual basis.   |
| <b>UNIT-II</b>   |
| Accounting standards and IFRS (International Financial Reporting Standards): concept and objectives. Accounting v/s book keeping terms used in accounting, users of accounting information and limitations of financial accounting. Brief review of accounting standards in India, accounting policies, accounting as a measurement discipline, valuation principles, accounting estimates. Recording of transactions: voucher system -accounting process, Journal, recording of transactions.   |
| <b>UNIT-III</b>  |
| <b>Accounting equation:</b> Analysis of transactions using accounting equation. Rules of debit and credit: for assets, liabilities, capital, revenue and expenses. Origin of transactions- source documents (invoice, cash memo, pay in slip, cheque), preparation of vouchers - cash (debit and credit) and non cash (transfer).Books of original entry: format and recording - journal. Cash book: simple cash book, cash book with discount column and cash book with bank and discount columns, petty cash book. Other books: purchases book, sales book, purchases returns book, sales returns book and journal proper, bank reconciliation statement, trial balance. |

**UNIT-IV**

**Depreciation:** meaning, need & importance of depreciation, methods of charging depreciation.

Preparation of final accounts: preparation of trading and profit & loss account and balance sheet of sole proprietary business introduction to company final accounts: important provisions of the Companies Act, 1956 in respect of preparation of final accounts of a company.

**SUGGESTED READINGS:**

1. Modern Accountancy: Hanif and Mukherjee Part I & II (TMH).
2. Higher Secondary Accountancy: Hanif, Mukherjee, Biswal and Sharma.
3. Financial Accounting: P.C.Tulsian (Pearson).
4. An Introduction to Accountancy: S N Maheshwari S K Maheshwari (Vikas).

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)**  
**SESSION 2019-20**  
**E-COMMERCE**  
**COURSE CODE: BVRL-3322**

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

**CO1:** Understand foundations and importance of E-commerce.

**CO2:** Analyze the impact of E-commerce technologies on business models.

**CO3:** Understand the concept of EDI and its applications.

**CO4:** Describe internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.

**CO5:** Identify the major electronic payment issues and options.

**CO6:** Discuss security issues and explain procedures used to protect against security threats.

1/2  
**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)**  
**SESSION 2019-20**  
**E-COMMERCE**  
**COURSE CODE: BVRL-3322**

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

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

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| UNIT-I  |
|---|
| <b>Introduction to E-Commerce:</b> Meaning and concept of E-Commerce; History of E-Commerce; Traditional Commerce and E-Commerce; Different types of E-Commerce – B2B, B2C, C2C, B2E, G2C; Need and Role of E-Commerce; Advantage and Disadvantage of E-Commerce – organization, Consumer, Society; E-Business and E-Commerce; Value Chain in E-Business.   |
| UNIT-II   |
| <b>E-Commerce Technologies:</b> Internet & WWW; Internet Protocols – OSI Model, TCP/IP, TCP, UDP, IP, DNS, FTP, SLIP, PPP; Multimedia technology – ISDN, ATM, Cell relay, desktop Video Conferencing; Information Publishing Technology - HTML, URL, HTTP, HTML FORM.<br><b>Electronic Data Inter-change:</b> Introduction, Concepts of EDI and Limitation, Applications of EDI, Disadvantages of EDI, EDI model.   |
| UNIT-III  |
| <b>Electronic Payment System:</b> Transaction through Internet, Requirements of E-Payment System, Post Paid Payment System, Credit Card Solutions, Cyber Cash Internal Cheques, Instant Paid Payment System, Debit Card, Prepaid Payment System, Electronic Cash, Digi Cash, Net Cash, Cyber Cash, Smart Cards.<br><b>E-Marketing:</b> Concept of E- Marketing, 4Ps of E-Marketing, Traditional Marketing v/s E-Marketing, Advantages of E-Marketing, Status of E-Marketing in India. |
| UNIT-IV   |
| <b>E-Security:</b> Areas of Internet Security, Security Threats, Security Breach Avoidance, Defection and Recovery, Confidentiality and Integrity, Electronic Signature, Access Control, Authentication Precaution for Secure E-Commerce.   |

**SUGGESTED READINGS:**

1. E-Commerce An Indian Perspective: P.T.Joseph, S.J., PHI.
2. E-Commerce Business.Technology. Society, Kenneth C. Laudon, Carol GuericoTraver, Pearson Education.
3. E-Commerce: Schneider, Thomson Publication.
4. Electronic Commerce: Greenstein, Merylin, Tata Mc Graw Hill.
5. Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business) S. Jaiswal, Galgotia Publications.



**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)**  
**SESSION 2019-20**  
**STORE LAYOUT & DESIGN**  
**COURSE CODE: BVRL-3323**

**On successful completion of this course, students will be able to**

**CO1:** Evaluate the elements of store layout and space planning.

**CO2:** Analyze and apply storefront and interior presentation techniques.

**CO3:** Analyze and apply visual merchandising elements and merchandise presentation methods.

**CO4:** Evaluate and use visual communication and sensory marketing techniques.

**CO5:** Understand the importance and psychology behind an effective store layout and product placement.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)****SESSION 2019-20****STORE LAYOUT & DESIGN****COURSE CODE: BVRL-3323****Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Max Marks: 50****Theory Marks: 40****CA: 10****Instructions for Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>UNIT-I</b>   |
|---|
| <b>Store operations:</b> Importance of store operations, responsibility of store operations, store maintenance; merchandising handling and controlling; purchasing store supplies and equipment; store security.                          |
| <b>UNIT-II</b>  |
| <b>Store organization:</b> meaning and importance; principles of effective store organization and management; formal organizational structure, informal organization – objectives policies and procedures                                 |
| <b>UNIT-III</b>   |
| <b>Store location:</b> selecting a city, types of location within a city; trading area analysis, catchment area analysis; site evaluation, terms of occupancy.  |
| <b>UNIT-IV</b>  |
| <b>Store design and engineering:</b> store design and retailing strategy, store design and facilities planning, store layout and departmentalizing, department space requirement, departmental locations, internal layout of departments. |

**SUGGESTED READINGS:**

1. Bermon, Barry and Joel r Evans, retail management, prentice hall of India limited, New Delhi.
2. Abhijeet das, mall management with case studies, taxman.
3. David j Rachman retail strategy and structure : A Management approach, prentice hall of India limited.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)**  
**SESSION 2019-20**  
**RETAIL LOGISTICS MANAGEMENT**  
**COURSE CODE: BVRL-3324**

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

**CO1:** Develop an understanding of the role of logistics in a market-oriented society.

**CO2:** Analyse and discuss key contemporary issues and problems in logistics management.

**CO3:** Examine the integrated logistics management and its models.

**CO4:** Analyse the retail logistics network and its global operations.

**CO5:** Examine the details of planning and control processes in logistics management.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)**  
**SESSION 2019-20**  
**RETAIL LOGISTICS MANAGEMENT**  
**COURSE CODE: BVRL-3324**

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

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

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth may be attempted from any section. Each question will carry 8 marks.

|   |
|---|
| <b>UNIT-I</b>   |
| <b>Logistics:</b> Definition, History and Evolution, Objectives, the work of logistics, logistics interference with marketing, retail logistics, emerging concept in logistics. |
| <b>UNIT-II</b>  |
| <b>Logistics Management:</b> Definition, achievement of competitive advantage through logistics framework, role of logistics management.  |
| <b>UNIT-III</b>   |
| <b>Integrated Logistics Management:</b> Evolution of concept, model and process.<br>Role of IT in logistics, Logistic Service firms and third party logistics.                  |
| <b>UNIT-IV</b>  |
| Retail logistics network, Design for global operation, information management for global logistics.   |

**SUGGESTED READINGS:**

1. David J. Bloomberg, Stephen Lemay and Logistics, Prentice Hall of India Pvt. Joe B. Hanna Ltd. , New Delhi 2003.
2. Donald J. Bowersox and David J. Closs: Logistical Management, Tata Mc Graw Hill Publishing Co., New Delhi,2004.
3. Satish C. Aliawadi and Rakesh Singh: Logistics Management, Prentice Hall of India Pvt. Ltd. , New Delhi, 2000.
4. Donald Waters: Logistics, Palgrave Macmillan, New York,2004.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)**  
**SESSION 2019-20**  
**HEALTH & SAFETY MANAGEMENT ISSUES IN RETAIL**  
**COURSE CODE: BVRL-3325**

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

**CO1:** Learn techniques, skills, and modern scientific and technical tools necessary for professional practice of occupational safety and health.

**CO2:** Design a system, process, or program to meet occupational safety and health needs.

**CO3:** Identify and solve occupational safety and health problems.

**CO4:** Understand professional and ethical responsibility in occupational safety and health.

**CO5:** Understand guidelines regarding formation of health and safety committee.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)**  
**SESSION 2019-20**  
**HEALTH & SAFETY MANAGEMENT ISSUES IN RETAIL**  
**COURSE CODE: BVRL-3325**

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

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

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>UNIT-I</b>  |
|--|
| Introduction to Health and safety management System, safe work procedure, Lifting and Handling Techniques<br>Types of Health Issues in Retail, Types of Health Insurance Plans and its Benefits.   |
| <b>UNIT-II</b>   |
| Health Programmes in Retail stores. Legal Requirements for Health Management Issues in Retail, Company Policies regarding Health Management Issues.<br>Types of hazards and risks in various retail sectors; Departmental Store, Supermarket, Specialty Store, Fresh Food Store. |
| <b>UNIT-III</b>  |
| Safety Inspection process, Checklist and report.<br>Hazard identification and risk control procedure.<br>Company procedures, legal requirements and methods to deal with emergencies and accidents.  |
| <b>UNIT-IV</b>   |
| Procedure for evacuation including alarm raise, exits and assembly points.<br>Emergency response techniques.<br>Investigation procedure and report.<br>Guidelines for forming a health and safety committee  |



**SUGGESTED READINGS:**

1. Essentials of Storekeeping and Purchasing, M.M. Verma, SultanChand& Sons, New Delhi.
2. Materials Handling, Immer, J.R., Mc–Graw–Hills Book Co., New York. 5. Materials and Purchasing Management, Chunawala& Patel, Himalaya Publishing House.
3. Safety Matters-A guide to Health and Safety at work, Adrian Flynn And John Shaw.
4. Dynamics Risk Assessment -The Practical Guide to Making Risk-Based Decisions with the 3-Level Risk Management Model By Stephen Asbury, Edmund Jacobs.
5. Health and Safety, Environment and Quality Audits By Stephen Asbury.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)**  
**SESSION 2019-20**  
**COMPUTER APPLICATIONS-TALLY & INTERNET**  
**COURSE CODE: BVRM-3126**

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

- CO1:** Generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally.
- CO2:** Understand Advanced Accounting and Inventory in Tally.ERP 9.
- CO3:** Learn basic concepts and practical application of VAT, CST, TDS and Service Tax.
- CO4:** Conveniently file E-Return.
- CO5:** Have an understanding of the concept and features of Payroll Accounting.
- CO6:** Generate Payroll reports

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)**  
**SESSION 2019-20**  
**COMPUTER APPLICATIONS-TALLY & INTERNET**  
**COURSE CODE: BVRM-3126**

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

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

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth may be attempted from any section. Each question will carry 8 marks.

| <b>UNIT-I</b>   |
|---|
| Introduction: Fundamentals of Accounting and Tally ERP 9, Installing and activating Tally ERP 9 creating masters in Tally ERP 9, Voucher entry and generation of reports, Tally Vault and security controls, Printing Reports.  |
| <b>UNIT-II</b>  |
| Advanced accounting and inventory in Tally ERP 9, Value Added Tax (VAT), Central Sales Tax (CST), Tax Deducted at Source (TDS), Service Tax.  |
| <b>UNIT-III</b>   |
| Computer Network and Communication: Network types, network topologies, network communication devices, physical communication media.<br>Internet and its Applications: E-mail, TELNET, FTP, World Wide Web, Internet chatting, Intranet, Extranet, Gopher, Mosaic, WAIS. |

**UNIT-IV**

Security management tools: PC tools, Norton Utilities, Virus, worms, threats, virus detection, prevention and cure utilities, Firewalls, Proxy servers.

**Note:** 20 marks will be for (practical, theory) to be conducted by External Examiner. Students are required to prepare practical file.

**SUGGESTED READINGS:**

1. Mastering tally ERP 9- Basic accounts, Invoice and Inventory: Ashok K. Nadhani, BPB Publications.
2. Implementing Tally 9- A Comprehensive Guide : A.K. Nadhani, K.K. Nadhani, BPB Publications.
3. Computer Networking: James F. Kurose, Keith W. Ross, Pearsons.
4. Intenet and its applications: P. Rizwan Ahmed, Margham Publications.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)**  
**SESSION 2019-20**  
**STORE OPERATIONS-I**  
**(PRACTICAL)**  
**COURSE CODE: BVRP-3327**

**On successful completion of this course, students will be able to-**

**CO1:** Develop skills regarding planning, controlling merchandise in a retail store.

**CO2:** Learn controlling techniques for the operations of retail store.

**CO3:** Learn how to design a store layout.

**CO4:** Describe the activities involved in general store maintenance.

**CO5:** Explain strategies to reduce inventory shrinkage.

**1/2**  
**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-III)**  
**SESSION 2019-20**  
**STORE OPERATIONS-I**  
**(PRACTICAL)**  
**COURSE CODE: BVRP-2327**

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

**Max. Marks: 100**  
**Practical: 80**  
**CA: 20**

**PRACTICAL TRAINING**

To develop necessary skills for planning, monitoring and controlling merchandise in a retail store, practical training will be provided to students regarding:

1. Planning and Managing Retail Operations
2. Types of Store Operations and functions of a store manager
3. Measuring Productivity & Operating Efficiency
4. Control techniques for successful operations and measurement of performance
5. Stock taking
6. Store layout
7. Planning and Execution of Retail Operations
8. Franchising

Store visits have to be organized for the students to make them familiar with day to day operations of a store.

**Note:** 80 marks will be for (practical, theory) to be conducted by Internal and External Examiner. Students are required to prepare practical file.

**SUGGESTED READINGS:**

1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education
3. A. J. Lamba, The Art of Retailing, Tata McGraw Hill Publishing Co. Ltd. New Delhi

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**SESSION 2019-20**  
**SUPPLY CHAIN MANAGEMENT**  
**COURSE CODE: BVRL-4321**

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

- CO1:** Analyze the manufacturing operations of a firm.
- CO2:** Apply sales and operations planning.
- CO3:** Evaluate the logistics and purchasing concepts to improve supply chain operations.
- CO4:** Apply quality management tools for process improvement.
- CO5:** Understand the Strategic role of purchasing in the supply chain management.
- CO6:** Understand the process of integrated management.



1/2  
**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**SESSION 2019-20**  
**SUPPLY CHAIN MANAGEMENT**  
**COURSE CODE: BVRL-4321**

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

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

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth may be attempted from any section. Each question will carry 8 marks.

|   |
|---|
| <b>UNIT-I</b>   |
| <b>Supply Chain Management:</b> Introduction and Development, Nature and Importance of Supply Chain- value chain- components of supply chain- the need for supply chain understanding the supply chain management – Participants in supply chain.   |
| <b>UNIT-II</b>  |
| <b>Integrated SCM:</b> Concept, Span and Process of integrated management SCM.<br><b>Managing Relationships in SCM:</b> Role of relationship marketing in SCM; managing relationships with suppliers, service providers and customers, supplier- retailer collaboration and alliances.                                    |
| <b>UNIT-III</b>   |
| <b>Supply Chain and Information Management:</b> Importance of information management, IT and business management systems-MR, DRP, ERP, EIP and CPFR.<br><b>Purchasing Process:</b> Strategic role of purchasing in the supply chain and total customer satisfaction; purchasing cycle; supplier selection and evaluation. |
| <b>UNIT-IV</b>  |
| <b>Retail Supply Chain Management in India:</b> Supply Chain Organization Structure and Planning in different retail sectors- food and grocery, consumer durables; supply chain infrastructure in India.  |

## **SUGGESTED READINGS:**

1. Bowersox, DONALD J. and DAVID J. CLOSS, logistical management : the integrated supply chain-process, tmh, 2003
2. Christopher, Martin, Logistics and Supply Chain Management , Pitman, London 1993
3. 3)Chopra, Sunil and Peter Meindl, Supply Chain Management : strategy, planning and operation, Pearson Education, New Delhi 2007
4. 4)Sahay, B.S., Supply Chain Management for global competitiveness, Macmillan, New Delhi. 2003.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**SESSION 2019-20**  
**MERCHANDISING MANAGEMENT**  
**COURSE CODE: BVRL-4322**

**On successful completion of this course students will be able to:**

- CO1:** Understand the different strategies to handle the merchandise.
- CO2:** Determine the various strategies of branding and category management.
- CO3:** Understand merchandise forecasting and budgeting.
- CO4:** Use basic buying management methods to meet the needs of a simulated retail market.
- CO5:** Evaluate relevant data in order to determine a suitable assortment of merchandise.
- CO6:** Work effectively and productively as a team member in order to negotiate and achieve a desired outcome.
- CO7:** Understand the concept of display planning and characteristics of effective display.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**SESSION 2019-20**  
**MERCHANDISING MANAGEMENT**  
**COURSE CODE: BVRL-4322**

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

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

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>UNIT-I</b>   |
|---|
| <b>Merchandise Management:</b> Meaning, Concept, factors affecting merchandising function, merchandise manager, functions, merchandise hierarchy, merchandise mix, components of merchandise management, merchandise strategies.  |
| <b>UNIT-II</b>  |
| <b>Merchandise Buying:</b> Types of buying, sources of supply, identifying and contracting evaluating sources, branding strategies, category management.<br><b>Visual Merchandising:</b> Types of display, Display Planning, Characteristics of effective display, selling power of display, methods of display- window display and interior display. |
| <b>UNIT-III</b>   |
| <b>Implementing Merchandising Plans (IMP):</b> sequential steps for imp; logistics with goals; inventory management.  |
| <b>UNIT-IV</b>  |
| <b>Financial Merchandise Management(FMM):</b> Overview, Cost and Retail methods of accounting for FMM. Merchandise Forecasting and Budgeting, Unit Control System (UCS) Financial Inventory Control.  |

**SUGGESTED READINGS:**

1. Swapan Pradhan, “Retailing Management- text and cases”, Tata Mc Graw Hill.
2. Fleming P, “Guide to Retail Management” Jaico publications.
3. Gopal, W, “Retail Management” ICFAI.
4. S.L. Gupta “Retail Management”.
5. Mitra S.N. , “Retail Management”, Pointer Publications Jaipur.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**SESSION 2019-20**  
**ENTREPRENEURSHIP DEVELOPMENT**  
**COURSE CODE: BVRL-4323**

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

**CO1:** Understand the concept of entrepreneur.

**CO2:** Know about Project formulation, Project Planning and project implementation.

**CO3:** Recognise distinct entrepreneurial traits.

**CO4:** Understand the systematic process to select and screen a business idea.

**CO5:** Write a business plan.

**CO6:** Design strategies for successful implementation of business ideas.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**SESSION 2019-20**  
**ENTREPRENEURSHIP DEVELOPMENT**  
**COURSE CODE: BVRL-4323**

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

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

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>UNIT-I</b>   |
|---|
| <p><b>Concept of Entrepreneur:</b> Meaning, functions, need, types and role played in economic development.</p> <p><b>Concept of Entrepreneurship:</b> Meaning of Entrepreneurship, factors affecting the growth of Entrepreneurship. Entrepreneurial motivation and leadership.</p>  |
| <b>UNIT-II</b>  |
| <p><b>Entrepreneurship Development Programme:</b> Role played by Govt. in conducting Entrepreneurship Development Programmes. Various institutions for conducting Entrepreneurship Development Programmes. Problems in conducting Entrepreneurship Development Programmes.</p> <p>Environmental factors affecting development of Entrepreneurship. Various growth strategies for entrepreneurs.</p> |
| <b>UNIT-III</b>   |
| <p>Starting a new enterprise, various formalities in setting a new enterprise, Tax and Legal considerations, Licensing and Registration Procedures, Assessment of the Market for the Proposed Project, various obstacles in starting a new enterprise.</p>  |
| <b>UNIT-IV</b>  |
| <p>Preparation of a Project report, Project formulation, Project design, Project Planning, Project implementation.</p> <p><b>Financial Analysis of Project:</b> Ratio analysis, Investment analysis, Break Even analysis. Government plans and policies regarding growth of entrepreneurship in India.</p>  |

**SUGGESTED READINGS:**

1. Vasant Desai, "Dynamics of Entrepreneurial Development and Management", Himalaya Publishing House, Mumbai.
2. Parsad L.M., "Principles and Practice of Management", Sultan Chanda & Sons, New Delhi. Hall, B. Pricke; and Royce L. Brahamson, "Small Business Management".
3. Kenneth R., Van Voorthis, "Entrepreneurship and Small Business Management"
4. Joseph R. Mancuso, "How to Start, Finance and Manage Your Own Small Business".



**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**SESSION 2019-20**  
**BUSINESS ETHICS**  
**COURSE CODE: BVRL-4324**

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

**CO1:** Understand the concept of business ethics.

**CO2:** Define, explain and illustrate the theoretical foundations of business ethics.

**CO3:** Understand the origin and development of corporate governance.

**CO4:** Determine the role of ethical culture and relationships.

**CO5:** Recognize and resolve ethical issues in business.

**CO6:** Analyse the corporate Governance Mechanism.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**SESSION 2019-20**  
**BUSINESS ETHICS**  
**COURSE CODE: BVRL-4324**

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

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

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

| <b>UNIT-I</b>  |
|--|
| <b>Ethics:</b> Meaning, Definition, Importance, nature. Arguments in favour and against business ethics.<br><b>CSR:</b> Concept, Importance, Social responsibility of business towards different stakeholders. Arguments for and against CSR. CSR in India.  |
| <b>UNIT-II</b>   |
| <b>Corporate Governance.</b> Origin and Development of Corporate governance, Theories underlying Corporate Governance: Stake holder's theory and Stewardship theory, Agency theory, Separation of ownership and control, corporate Governance Mechanism: Anglo American Model, German Model, Japanese Model, Indian Model, OECD. |
| <b>UNIT-III</b>  |
| <b>Managing Ethics In The Workplace:</b><br>(a)Managing ethics programs in workplace.<br>(b)Developing code of ethics.<br>(c)Developing Code of conduct.<br>(d)Ethics Training.  |
| <b>UNIT-IV</b>   |
| <b>Ethical Theories:</b> Ethical Dilemmas, Sources and Their Resolutions. Individual Factors: Moral Philosophies, Organizational Factors: The Role of Ethical Culture and Relationships. Relationship between Ethics and corporate excellence.   |

**SUGGESTED READINGS:**

1. Ghosh , B.N. ,” Business ethics and corporate governance “, 1st edition (2011), Rex Book Store, Manila, Phillippines.
2. Bhatt, K. and Sumitha, A., “Business Ethics And Corporate Social Responsibility” ,2nd Edition (2011), Himalaya Publication.
3. Murthy, “Business Ethics and Corporate Governance”, 2009, Himalayan Publication.
4. V. Balachandran and V. Chandrasekaran, “Corporate Governance and Social Responsibility”, 2009, PHI Learning Private Limited, New Delhi.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**SESSION 2019-20**  
**LAB ON E-RETAILING AND RETAIL INFORMATION SYSTEM**  
**COURSE CODE: BVRM-4325**

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

**CO1:** Define online pricing.

**CO2:** Determine the different methods and factors of online pricing.

**CO3:** Understand the concept of price discrimination in E-retailing.

**CO4:** Understand the promotional strategies of E-retail business.

**CO5:** Evaluate E-Payment security and challenges.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**SESSION 2019-20**  
**LAB ON E-RETAILING AND RETAIL INFORMATION SYSTEM**  
**COURSE CODE: BVRM-4325**

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

**Max. Marks: 50**  
**Theory: 25**  
**Practical: 15**  
**CA: 10**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 5 marks.

| <b>UNIT-I</b>  |
|--|
| <p><b>Foundation of E-Retailing:</b> Meaning, Definition, transition from traditional marketing to E-Marketing, demographics and targeting, adaptability and closed-loop marketing. Advantages and shortcomings of E- Retailing, online brand management.</p> <p><b>E-Retailing:</b> The current trends: Current trend analysis and measures, current status of online retailing, E-Retailing statistics in India.</p> |
| <b>UNIT-II</b>   |
| <p><b>E-Commerce:</b> Procedures and methods: Meaning and uses, M-Commerce, E-Commerce payment system, E-Payment security and challenges.</p> <p><b>Marketing Mix</b> in the age of E-retailing: the roles of cyber intermediaries in E-Retailing, E-Retailing and supply chain management system.</p>   |
| <b>UNIT-III</b>  |
| <p><b>Online pricing and promotions:</b> Factors affecting online pricing, different methods of online pricing, price discrimination in E-retailing, price strategies for information goods, dynamics of pricing for E-retailing, Promotional Strategies of E-retail business.</p> <p><b>Preparation of computer software and contents for designing webs.</b></p>   |
| <b>UNIT-IV</b>   |
| <p><b>Globalization and changing retail formats:</b> virtual store-E-retailing international retailing-opportunities, market entry Formulas-new customized formats (customized stores, portable stores, merchandising depots. retail theatre, service mails, and customer-made stores, interactive kiosk ‘shopping arcades’)</p>   |

**Note:** 15 marks will be for (practical, theory) to be conducted by External Examiner. Students are required to prepare practical file.

**SUGGESTED READINGS:**

1. Rayport, Jeffery F. and Bemard J. Jaworski, introduction to E- Commerce, Tata Mc-Graw Hill,2003.
2. Kalakota, Ravi and Andrew B. Winston , Frontier of e- Commerce , Pearson Education, Mumbai, 2002.
3. Bajaj, kamlesh K. and Debjani Nag. E-Commerce – The cutting edge of Business, Tata Mc-Graw Hill, New Delhi,2002.
4. Fleming P, “ Guide to Retail Management” Jaico publications.

**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**SESSION 2019-20**  
**STORE OPERATIONS-II**  
**(PRACTICAL)**  
**COURSE CODE: BVRP-4326**

**On successful completion of this course students will be able to:**

**CO1:** Understand the concept of store operations.

**CO2:** Analyse the functions of a store manager.

**CO3:** Evaluate the planning and execution of retail operations.

**CO4:** Know control techniques for successful operations and measurement of performance.

**CO5:** Analyze the types of store operations.

**1/1**  
**BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**SESSION 2019-20**  
**STORE OPERATIONS-II**  
**(PRACTICAL)**  
**COURSE CODE: BVRP-4326**

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

**Max. Marks: 100**  
**Practical Marks: 80**  
**CA: 20**

**PRACTICAL TRAINING**

To develop necessary skills for planning, monitoring and controlling merchandise in a retail store, practical training will be provided to students regarding:

1. Planning and Managing Retail Operations
2. Types of Store Operations and functions of a store manager
3. Measuring Productivity & Operating Efficiency
4. Control techniques for successful operations and measurement of performance
5. Stock taking
6. Store layout
7. Planning and Execution of Retail Operations
8. Franchising

**Store visits have to be organized for the students to make them familiar with day to day operations of a store.**

**Note:** 80 marks will be for (practical, theory) to be conducted by Internal and External Examiner. Students are required to prepare practical file.