

FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

M.Voc. (Retail Management) (Semester- I-II)

(Under Credit Based Continuous Evaluation Grading System)

Session: 2018-19



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

M.Voc. Curriculum and Scheme w.e.f. July 2018
Scheme of Studies and Examination
M.Voc. (Retail Management)
(Session 2018-19)

Semester I									
Course Code	Course Type C/S/I/V/ E	Course Title	Hours/ week	Credits L-T-P	Marks				Examination time (in Hours)
					Total	Ext.		CA	
						T	P		
MVRL-1321	C	Fundamentals of Retailing and Retail Formats	4-0-0	4-0-0	100	80	-	20	3
MVRL-1322	S	Accounting for Retail Managers	4-0-0	4-0-0	100	80	-	20	3
MVRL-1323	C	Foundations of Management	4-0-0	4-0-0	100	80	-	20	3
MVRL-1324	S	Economics of Retail	4-0-0	4-0-0	100	80	-	20	3
MVRL-1325	S	IT Applications in Retail	4-0-0	4-0-0	100	80	-	20	3
MVRL-1326	S	Fundamentals of E-Retailing	4-0-0	4-0-0	50	40	-	10	3
MVRP-1327	S	Lab on E- Retailing	0-0-2	0-0-2	50	-	40	10	3
MVRP-1328	S	Workshop on Fundamentals of IT Skills in Retailing	0-0-8	0-0-4	50	-	50	-	-
		Total		30		650			

C-Compulsory

S-Skill Enhancement

**M.Voc. Curriculum and Scheme w.e.f. July 2018
Scheme of Studies and Examination**

M. Voc. (Retail Management)

(Session 2018-19)

Semester-II									
Course Code	Course Type C/S/I/V/ E	Course Titles	Hours/ week	Credits L-T-P	Marks				Examination time (in Hours)
					Total	Ext.		CA	
						T	P		
MVRL-2321	C	Retail Marketing Principles	4-0-0	4-0-0	50	40	-	10	3
MVRL-2322	C	Rural Retailing	4-0-0	4-0-0	50	40	-	10	3
MVRL-2323	C	Retail Branding Strategies	4-0-0	4-0-0	50	40	-	10	3
MVRL-2324	S	Mall Management	4-0-0	4-0-0	50	40	-	10	3
MVRL-2325	S	Retail Buying and Merchandise Management	4-0-0	4-0-0	50	40	-	10	3
MVRP-2326	S	Workshop on Retail Selling Skills	0-0-8	0-0-4	50	-	40	10	-
MVRI-2327	S	Summer Internship and Viva Voce	0-0-12	0-0-6	100	-	100	-	-
		Total		30		400			

C-Compulsory

S-Skill Enhancement

M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-2019
FUNDAMENTALS OF RETAILING AND RETAIL FORMATS
COURSE CODE: MVRL- 1321

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

CO1: Define retailing.

CO2: Understand the ways that retailers use marketing tools and techniques to interact with their customers.

CO3: Apply a broad theoretical and technical knowledge of retail management to understand opportunities and challenges for creating excellent retailing experience.

CO4: Provide in-depth specialist and professional advice related to market selection and location analysis.

CO5: Critically analyse and summarise market information to assess the retailing environment and formulate effective retail strategies.

1/2
M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-19
FUNDAMENTALS OF RETAILING AND RETAIL FORMATS
COURSE CODE: MVRL- 1321

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

Max.Marks:100
Theory Marks: 80
CA: 20

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 16 marks.

Unit-I
Definition and Scope of Retailing – Retailer – Evolution of Retailing Industry - Retailer’s Role in the Distribution Channel –Vertical Marketing System, Career opportunities in Retail, Store Location ,Retail Communication Mix, Merchandise Buying System.
Unit-II
Functions of Retailers –Benefits of Retailing – Benefits to Customers – Benefits to Manufactures and Wholesalers - Trends in Retailing- Global Retail Scenario - Indian Retail Scenario -Prospects of Retailing in India, Retail Management Information Systems.
Unit-III
Retail Formats I: Classification of retailer-Store based Retailers; By Ownership -Independent store, Chain store, Franchise store; By price- Discount store, Factory outlet stores, warehouse club, Catalog showrooms; By Product Line-Department store, supermarket, hypermarket.
Unit-IV
Retail Formats II: Specialty Retailers, Convenience stores, Non-store based Retailer. Direct selling, Direct marketing, catalog marketing, telemarketing, TV home shopping, World Wide Web, Automatic vending.

Suggested Readings:

1. Berman and Evans,-Retail Management, Prentice Hall 2004
2. Gibson Vedamani ,Retail Management –Functional Principles and Practices, Jaico Books, Second Edition,2004
3. Levyand Weitz, -RetailingManagement, Irwin2004
4. Swapana Pradhan, Retailing Management, Tata McGraw Hill Publishing Company
5. Harjit Singh, Retail Management, S.Chand & Co. , New Delhi.S

M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-2019
ACCOUNTING FOR RETAIL MANAGERS
COURSE CODE: MVRL- 1322

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

CO1: Develop an awareness and understanding of the accounting process and fundamental accounting principles that underline the development of financial statements.

CO2: Interpret and analyse financial statements, combine financial analysis with other information to assess the financial performance and position of a business.

CO3: Analyse the role management accounting system has in organizations and make the best use of the knowledge of contemporary management accounting techniques.

CO4: Express the role of cost accounting in the modern economic environment.

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M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-19
ACCOUNTING FOR RETAIL MANAGERS
COURSE CODE: MVRL- 1322

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

Max.Marks:100
Theory Marks: 80
CA: 20

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 16 marks.

Unit-I
Introduction, Meaning of Accounting, Accounting Process, Objectives and importance of accounting, Difference between book-keeping and accounting ,Users of accounting information , Limitations of Accounting, Accounting Concepts, Principles, Policies and Standards, Types of accounting Concepts and Conventions.
Unit-II
Origin, Concept, Nature and Scope of Management Accounting. Need and Importance of Management Accounting, Distinction between Management Accounting & Financial Accounting. Tools & techniques of Management Accounting, Limitations, Management Accountant duties, functions.
Unit-III
Financial statement Analysis: Comparative Statements, Common Size Statements, Trend Analysis. Tools of Financial Analysis: Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios). Cost Management: Concept of Cost, Classification and Elements of Cost, Cost Centre and Cost Unit, Methods and Techniques of Costing.

Unit-IV

Activity Based Costing(ABC): Need of ABC over existing traditional costing systems, meaning and nature of ABC, steps in implementing ABC, Utility of ABC for managerial decision making and improving cost management and Profitability. Basics of Modern Techniques of Costing: Target Costing, Life Cycle Costing, Kaizen Costing, JIT, Cost Drivers and Cost Behaviour.

Suggested Readings:

1. Khan M Y & Jain P K, Management Accounting. Tata McGraw-Hill, New Delhi, 2000.
2. Bhattachrya, S.K. and John Dearden, "Accounting for Management - Text and Cases", Vikas Publishing House.
3. Jawahar Lal, Cost Accounting, Tata McGraw Hill New Delhi.
4. Narayanaswamy R, Financial Accounting, PHI, Delhi, 2011.
5. Sharma, Subhash and M.P. Vithal, "Financial Accounting for Management Text and Cases", McMillan

M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-2019
FOUNDATIONS OF MANAGEMENT
COURSE CODE: MVRL- 1323

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

- CO1: Define management and explain how management differs according to levels.
- CO2- Specify how the managerial tasks of planning, organizing, directing and controlling can be executed in different circumstances.
- CO3- Evaluate leadership styles to anticipate the consequences of each leadership style.
- CO4- Discuss and communicate the management evolution and how it will affect future managers.
- CO5- Gain knowledge and understanding of the principles and practices of Management.

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M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-19
FOUNDATIONS OF MANAGEMENT
COURSE CODE: MVRL- 1323

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

Max. Marks: 100
Theory Marks: 80
CA: 20

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 16 marks.

Unit-I

Management: Meaning and definition, nature, scope, importance and functions, Management as art, science and profession, Principles of management.

Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, and Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought.

Management by Objectives: Meaning, Process, Benefits, Weaknesses.

Unit-II

Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.

Organizing: Meaning, Nature and Purpose of organization, Principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Span of Management: Factors determining effective span.

Departmentation: Definition, Departmentation by functions, Territory, Product/service, Customer group and matrix organization, Decentralization and Departmentation.

Unit-III

Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization v/s centralization.

Staffing: Meaning and nature, factors affecting staffing. Recruitment, Selection, Training and Development, Performance appraisal: need and process.

Motivation: Meaning, Nature, Importance, Types, and Theories of Motivation: Maslow's Need Hierarchy, Mc. Gregor's Theory X and Y, Herzberg's Hygiene Theory.

Unit-IV

Leadership: Meaning, Nature, Styles, And Theories: Trait, Behavioural and Situational.

Coordination: Principles and Techniques, Difference between coordination and cooperation.

Controlling: Meaning, nature and importance, 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., Wehrich, 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

M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-2019
ECONOMICS OF RETAIL
COURSE CODE: MVRL-1324

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

CO 1: Identify the factors that affect demand and supply

CO 2: Appreciate the role of markets and institutions in facilitating development of retail industry.

CO 3: Apply the knowledge and skills acquired to study the main forces sustaining and limiting economic development.

CO 4: Understand how economics affect the business strategy of retail industry.

CO 5: Understand the contribution of retail industry in today's economy.

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M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-19
ECONOMICS OF RETAIL
COURSE CODE: MVRL-1324

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

Max.Marks:100
Theory Marks: 80
CA: 20

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 16 marks.

Unit-I
Retail Economics: Benefits to the Economy, Retailing Environment: The Legal environment, The Economic environment, The Technological environment, The Global environment. The Competitive Environment. Types of Competition: Analyzing Competition. Retail economics in India, Contribution of retail industry in today's economy. Contribution of FDI in Retailing
Unit-II
Theory of Demand: Meaning of demand and its types, law of demand, price elasticity of demand and its measurement, concept of supply, law of supply, demand & supply equilibrium. Consumer Behaviour: Utility approach: Brief outline of law of diminishing marginal utility and law of Equi-marginal utility. Consumption: Meaning, determinants (subjective and objective) and importance. Keynes Psychological Law of Consumption.
Unit-III
Perfect Competition: Meaning, features, price and output determination of firm and industry under perfect competition. Monopoly: Meaning, features, price and output determination under monopoly. Monopolistic Competition: Meaning, features, price and output determination under monopolistic competition.

Unit-IV

Pricing and Output Decisions: Methods of pricing, differential pricing, Government intervention and pricing. Profit: Meaning and nature, Profit policies, Profit planning and forecasting, Cost-Volume-Profit analysis, Investment analysis.

Suggested Readings:

1. Joel Dean -Managerial Economics, Prentice Hall/Pearson.
2. Rangarajan -Principles of Macro Economics, Tata McGraw Hill.
3. Athmanand.R, Managerial Economics, Excel, New Delhi, 2002.
4. P.L.Mehta, Managerial Economics, S.Chand and Sons Company Ltd., New Delhi, 2004.
5. H. L Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi.

M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-2019
IT APPLICATIONS IN RETAIL
COURSE CODE: MVRL- 1325

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

CO 1: Understand the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet& networking.

CO 2: Learn hands-on use of Microsoft Office applications, Word, Excel, Access and PowerPoint.

CO 3: Utilize the Internet Web resources and evaluate on-line e-retailing system.

CO 4: Solve common retailing problems using appropriate Information Technology applications and systems.

1/2
M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-19
IT APPLICATIONS IN RETAIL
COURSE CODE: MVRL- 1325

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

Max.Marks:100
Theory Marks: 80
CA: 20

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 16 marks.

Unit-I
Introduction to MS Office: MS–Word: Parts of window of word (title bar, menu bar, status bar, ruler), creation of new documents, opening document, inserting a document into another document, page setup, margins, gutters, font properties, alignment, page breaks, header footer, deleting moving replacing editing text in document, saving a document, spell checker, printing a document, creating a table, entering and editing text in tables, changing format of table, height width of row or column, editing, deleting rows, columns in table, borders, shading, templates, wizards, drawing objects, mail merge.
Unit-II
MS–Excel: Introduction to Worksheet/Spreads, features of excel, describe the excel window, different functions on different data in excel, creation of graphs, editing it and formatting, changing chart type to 2d chart or 3d chart, creation of worksheet, adding, deleting, moving the text in work sheet, linking different sheets, sorting the data, querying the data, filtering the data (auto and advance filters), printing a worksheet.
Unit-III
Introduction to Information Technology, Computer Hardware And software, Modern Businesses and Information Technology, Components of Retail Information System, Basics of Information Systems, Electronic Point of Sales (EPOS)- Hardware and Software, Electronic Cash Registers
Unit-IV
Modern Electronic Payment methods-Traditional Payment Systems, Modern payment Systems, Enterprise Resource Planning (ERP) - Advantages, Challenges, Implementation Stages, Retail ERP: Functions and features, Emerging Retail Technologies, Global Position system and Geographic Information System.

Note: CA comprises assessment of practical aspect of IT Applications in Retail.

Suggested Readings:

1. Windows Based Computer Courses, Rachhpal Singh & Gurvinder Singh.
2. Information Technology, Hardeep Singh & Anshuman Sharma.
3. Office Complete, BPB Publications.
4. Information Technology for Retail, Girdhar Joshi, Oxford Printing Press.

**M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-2019
FUNDAMENTALS OF E-RETAILING
COURSE CODE: MVRL- 1326**

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.

1/2
M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-19
FUNDAMENTALS OF E-RETAILING
COURSE CODE: MVRL- 1326

Time: 3Hours
4 Hours/weeks
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
Foundation of E-Retailing: 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.
Unit-II
E-Retailing: The scope of E-Marketing, Internet Marketing Techniques, The current trends: Current trend analysis and measures, current status of online retailing, E-Retailing statistics in India.
Unit-III
Online pricing and promotions: Factors affecting online pricing, different methods of online pricing, price strategies for information goods, Promotional Strategies of E-retail business. Website Design Issues: Factors that Make People Return to Your Site, Strategies for Website Development.
Unit-IV
Globalization and changing retail formats: Virtual store-E-retailing international retailing-opportunities, market entry Formulas-new customized formats.

Note: Orientation of concepts and techniques in e-retailing and web-based systems, e.g., through student presentations.

SUGGESTED READINGS:

1. Rayport, Jeffery F. and Bernard 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.

M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-2019
LAB ON E- RETAILING
COURSE CODE: MVRP-1327

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

CO1: Demonstrate an understanding of retailing in E-commerce by:

- a. Analyzing branding and pricing strategies,
- b. Using and determining the effectiveness of market research
- c. Assessing the effects of disintermediation.

CO2: Use tools and services of the internet in the development of a virtual e-commerce site.

CO 3: Demonstrate an understanding of the importance of brand management online.

CO 4: Develop an e-marketing plan.

CO 5: Assess online pricing options and implications.

CO 6: Explain the role of digital media in identifying, anticipating and satisfying consumer needs and wants.

**M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-19
LAB ON E- RETAILING
COURSE CODE: MVRP-1327**

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

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

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

1. Internet Marketing Techniques
2. Online Pricing and Promotions
3. Website Development
4. Virtual Store E-Retailing
5. Online Retailing
6. E-Marketing
7. Applications of E-Business

**M.VOC. (RETAIL MANAGEMENT) (SEMESTER -I)
SESSION 2018-19
WORKSHOP ON FUNDAMENTALS OF IT SKILLS IN RETAILING
COURSE CODE: MVRP- 1328**

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

**Max. Marks: 50
Project Report & Presentation: 50**

All the students will submit their Report within a period of one week in the department; this period shall be counted from the last date of completion of their workshop. All the students will have to attend the workshop in Retail Industry or ISO Certified Company on Fundamentals of IT skills in Retailing.

The evaluation of the 50 marks shall be made by internal examiner only and the assessment report received from the organization where student has undergone workshop.

M.VOC. IN RETAIL MANAGEMENT (SEMESTER-II)
SESSION 2018-19
RETAIL MARKETING PRINCIPLES
COURSE CODE: MVRL-2321

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

CO1: Define the term marketing and explain its role and importance in an individual firm and the overall economy.

CO2: Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques.

CO3: Explain the use of product mix and life cycle in a marketing strategy.

CO4: Define marketing channels and identify different marketing channels and develop distribution strategies.

CO5: Describe the role of advertising and public relations in marketing a product or service.

1/2
M.VOC. (RETAIL MANAGEMENT) (SEMESTER-II)
SESSION 2018-19
RETAIL MARKETING PRINCIPLES
COURSE CODE: MVRL-2321

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
Introduction: Meaning & definition of retail marketing, Importance of retail marketing; Retail marketing mix; Strategic marketing planning, Market analysis and selection, Retail marketing environment –macro and micro components and their impact on marketing decisions. Ethics & Social responsibility in retail marketing.
UNIT-II
Segmentation, Targeting and Positioning: Conditions for effective market segmentation, Benefits of market segmentation, Levels of market segmentation, Bases of market segmentation (Geographic, Demographic, Benefit/ USP, Behavioural, Psychographic, Geo-Demographic), Target marketing: Meaning, importance & strategies. Positioning: Concept & relevance, Strategies, Bases of differentiation in positioning.
UNIT-III
Product & Pricing Decisions: Concept of a product, Classification of products, Product line and product mix, Branding, Packaging and labeling. Product life cycle –strategic implications, New product development. Pricing Decisions: Factors affecting price determination, Pricing policies and strategies, Pricing Methods. Discounts and rebates.
UNIT-IV
Physical Distribution & Promotion Decisions: Nature, functions, and types of Distribution channels, Channel management decisions. Promotion Decisions: Promotion mix –advertising, personal selling, sales promotion, publicity and public relations, determining advertising budget, copy designing and testing, Media selection, Advertising effectiveness.

SUGGESTED READINGS:

1. Gilbert, David, Retail Marketing Management, Prentice Hall, New Delhi.
2. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
3. Grewal Dhruv, Retail Marketing Management-The 5 Es of Retailing, Sage Publishing.
4. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

M.VOC. IN RETAIL MANAGEMENT (SEMESTER-II)
SESSION 2018-19
RURAL RETAILING
COURSE CODE: MVRL-2322

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

CO1: Create awareness about the applicability of the concepts, techniques and processes of marketing in rural context.

CO2: Familiarize with the special problems related to sales in rural market.

CO3: Understand the working of rural marketing institutions.

CO4: Define the meaning and scope of rural market.

CO5: Understand the roadblocks of Indian rural markets.

CO6: Suggest the solutions for the problems of rural markets.

M.VOC. (RETAIL MANAGEMENT) (SEMESTER-II)
SESSION 2018-19
RURAL RETAILING
COURSE CODE: MVRL-2322

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
Introduction to Rural Retailing: nature, scope & significance of rural retailing, Features of retail in rural India, Role of rural retailing in India, Rural retailing Strategies, Challenges & opportunities in Rural Retailing, Future of Rural retailing in India, Rural Retail Innovations in India, Innovative models of rural retailing in India.
UNIT - II
Concept, nature & scope of rural markets, Factors contributing to growth of rural markets, Rural Vs. Urban Markets, Components and classification of Rural markets, Rural Market Strategies with special reference to segmentation, targeting and positioning, Rural Marketing Information System (RuMIS) & its application, Potential and size of the Rural Markets.
UNIT – III
Meaning, classification & profile of Rural Consumer, Rural consumer behaviour: Consumer buying behaviour models, Factors affecting Consumer Behaviour, Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and pre-purchase Evaluation. Researching Rural Market: Research design, reference frame, Participatory Rural Appraisal (PRA) approach, need for PRA, Sampling, Operational aspects of data collection.
UNIT – IV
Channels of distribution, Evolution of rural distribution systems- Wholesaling, Rural retail System, Vans, Rural Mobile Traders, Public Distribution System, Co-operative Societies, Prevalent Rural Distribution Models- Distribution Models of FMCG Companies, Distribution Model of Durable Companies, Challenges in Rural Communication, Influence of consumer behaviour on Communication strategies, Media planning for rural markets, Personal selling in rural markets, Marketing of consumer durables and non-durables, Role of information technology in rural markets.

SUGGESTED READINGS:

1. R.V. Badi& N.V.Badi, Rural Marketing, Himalaya Publishing House, 2010
2. A.K. Singh & S. Pandey,Rural Marketing:Indianperspective, New Age International Publishers, 2007
- 3.Gopaldaswamy, Rural Marketing, Vikas Publishing House, New Delhi
- 4.B. Dogra& K.Ghuman, Rural Marketing Concepts and Practices, Tata McGraw-Hill,2010
5. C.S.G. Krishnamacharylu and Lalitha Ramakrishnan, Rural Marketing, Pearson Education, New Delhi.

M.VOC. (RETAIL MANAGEMENT) (SEMESTER-II)
SESSION 2018-19
RETAIL BRANDING STRATEGIES
COURSE CODE: MVRL-2323

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

CO1: Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.

CO2: Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.

CO3: Learn how to identify brand meaning and to measure brand strength for any particular market offering.

CO4: Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.

1/2
M.VOC. (RETAIL MANAGEMENT) (SEMESTER-II)
SESSION 2018-19
RETAIL BRANDING STRATEGIES
COURSE CODE: MVRL-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

UNIT -I
Retail Branding: Definition, concept and effects, Steps in Retail Branding, Tips to Promote a Retail Brand, Significance of Retail Brands, Marketing Advantages of Strong Retail Brands, Financial Brand Value, Creating retail brands in a competitive market. Brand Identity: Product Brand Identity, Corporate Brand Identity, Brand Design, Brand Personality, Brand Portfolio, Brand Architecture.
UNIT-II
Retail Brand Equity: The concept of Retail Brand Equity, using brand elements to create brand equity, Growing and Sustaining Brand Equity, Developing a Brand Equity Management System. Measuring Sources of Brand Equity and Brand Equity measurement approaches. Customer-based brand equity, Measuring & Managing Customer-based brand equity. Brand Awareness & Brand Loyalty.
UNIT-III
Brand Planning: Brand Value Chain, Brand Positioning: Meaning, characteristics & types. Brand Associations, Brand integration, Brand building, Co-branding, Brand audit, Brand metrics (traditional & global). Strategic Brand Management: Meaning, definition, importance & process, National and cultural effect on brand management.
UNIT -IV
Brand Strategy: Designing and Implementing Branding Strategies, Corporate brand strategy, Global branding strategies. Brand updating & Brand Extension, Building a brand for small and medium-sized businesses. Brand growth, Managing brands over geographic boundaries and market segments.

SUGGESTED READINGS:

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Swapna Pradhan, Retailing Management, Tata McGraw Hill Publishing Company
3. Gilbert, David, Retail Marketing Management, Prentice Hall, New Delhi.
4. Y L R Moorthi, Brand Management
5. Subratu Sen Gupta, Brand Positioning

M.VOC. (RETAIL MANAGEMENT) (SEMESTER-II)
SESSION 2018-19
MALL MANAGEMENT
COURSE CODE: MVRL-2324

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

CO1: Comprehend the mall architecture and mall project handling.

CO2: Selecting the mall locations and identify the catchment areas.

CO3: Evaluate the maintenance needs, develop and execute maintenance plan for individual shopping malls.

CO4: Understand the strategic management of malls.

CO5: Understand infrastructure management and recognize different types of malls.

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M.VOC. (RETAIL MANAGEMENT) (SEMESTER-II)
SESSION 2018-19
MALL MANAGEMENT
COURSE CODE: MVRL-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.

UNIT -I
Definition and Types of malls, Meaning of Mall Management, Mall Management in Retail Industry, Growth of malls in India, Mall positioning strategies, Mall Design Process, Concept of shopping mall, Shopping mall management: Definition, Benefits, Scope, Methodology & Services.
UNIT -II
Importance of security services in a mall, Design process in security management, Scope of security management, Security Organisation: Duties and functions, Responsibilities. Various components of mall architecture and their significance like Facade, Atrium, Parking, circulation path and utilities. House Keeping: Introduction, Scope of Services, Service Standards. Importance of House Keeping Department, Personnel involved in House Keeping.
UNIT -III
Leasing: Meaning, Tools, Documentation, Best Leasing Practices, Lease Administration, Maintenance and repairs, Security and safety procedures and regulations, Footfalls measurement, Common area management, Choosing the macro and micro locations, identifying the catchments.
UNIT -IV
Introduction and Evaluation of the tenant mix in shopping malls. Types of retail formats, Multiplexes, Food courts, Branded stores, Specialty stores, Hypermarkets, Supermarkets, Mall resource allocation, Owner-tenant relationship.

SUGGESTED READINGS:

1. Harvinder Singh, Mall Management: Operating in Indian Retail Space, McGraw Hill Education (2012)
2. Robbins, S.P. & Coulter, M.K., Management, Pearson Education Inc., New Delhi.
3. Swapna Pradhan, Retailing Management, Tata McGraw Hill Publishing Company.
4. Kotler, P., Armstrong, G., Wong, V., Saunders, J. Principles of Marketing, Pearson Education, Prentice Hall, 2008

M.VOC. (RETAIL MANAGEMENT) (SEMESTER-II)
SESSION 2018-19
RETAIL BUYING AND MERCHANDISE MANAGEMENT
COURSE CODE: MVRL-2325

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

CO1: Describe the planning and organizing required supporting buy and pricing decisions

CO2: Understand buying and merchandising process, techniques for buying, buying for various types of stores, buyer-vendor relationships

CO3: Identifying the duties, responsibilities, and tasks needed to be a competent buyer.

CO4: Plan and manage the merchandise assortment, including inventory management and merchandise flow.

M.VOC. (RETAIL MANAGEMENT) (SEMESTER-II)
SESSION 2018-19
RETAIL BUYING AND MERCHANDISE MANAGEMENT
COURSE CODE: MVRL-2325

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
Planning Merchandise Assortments, Organizing the buying process by categories, Category Management, Setting Financial Objectives for the Merchandise Plan, Gross Margin Return on Inventory Management (GMROI), Measuring Inventory Turnover, Sales Forecasting, Assortment Planning Process, Variety, Assortment, Product Availability, Tradeoffs between Variety, Assortment and Product Availability. Product Mix Trends.
UNIT -II
Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers, Buying Systems for Staple Merchandise, Buying Systems for Fashion Merchandise, Merchandise Budget Plan, and Open-to-Buy Systems, Allocating Merchandise to Stores, Analyzing the Merchandise Performance, Concept of Merchandise Sourcing, Historical Perspective of Sourcing, Stock Management and Distribution ,Global Sourcing Decisions, Costs and Managerial issues associated with Global Sourcing.
UNIT -III
Merchandising Buying and Handling Process, Ethical and Legal issues in Merchandise Buying, Concept of Merchandise Displays, Importance of Merchandise Displays, Concept of Space Management, Role of IT in Space Management, Concept of Plano gram, Merchandise Replenishment: Retail Replenishment, Importance of Replenishment, Direct Store Delivery (DSD), Managing Retail Home Delivery, Measures for Retail Distribution and Replenishment, Role of IT in Retail Distribution and Replenishment.
UNIT -IV
Merchandise Pricing, Setting the Retail Price, Pricing Objectives, Pricing strategies, Pricing Methods, Pricing Adjustments, Price Discrimination. Retail Communication: Meaning, Definition & Process. Retail Communication Strategy, Retail Communication Mix, Role of Communication in Retailing, Methods of Communication, Planning the Retail Communication Programs, Implementing and Evaluating the Retail Communication Programs.

SUGGESTED READINGS:

1. John Donnellan, Merchandise Buying and Management, Fairchild Publications
2. Rosemary Varley, Retail Product Management: Buying & Merchandising, Routledge, 2014.
3. Swapna Pradhan, Retail Merchandising Retail Education, Tata McGraw Hill, 2010.
4. S.C. Bhatia, Retail Management, Atlantic, 2008.

M.VOC. (RETAIL MANAGEMENT) (SEMESTER -II)
SESSION 2018-19
WORKSHOP ON RETAIL SELLING SKILLS
COURSE CODE: MVRP-2326

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

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

Section A- Selling Skills

1. Explain Pre-Store Opening, Store Opening and Closing
2. Understanding Loss Prevention & Shrinkage
3. Understanding Store Merchandise Handling
4. Explain Basics of Visual Merchandising
5. Identifying Opportunities for Up-selling and Cross-selling
6. Collecting and Interpreting Customer Responses and Acknowledging Customer Buying Decision
7. Explaining Product Features and Benefits to Customers to Promote Sales and Goodwill
8. Helping Customers Choose Products and Handling Customer Queries
9. Effective After Sales Service & Customer feedback management
10. Understanding Hazards

Section B- Professional Skills

1. Decision Making, Interpersonal Skills
2. Personality Development including Job Readiness
3. Personal Hygiene & Grooming, Job Interview readiness
4. Planning & Organizing (in capacity of the Role)- Problem Solving
5. Analytical Skills & Negotiation Skills
6. Effective Communication and Teamwork
7. Personal Effectiveness / Personality Development
8. Allocate and check work in your team - Work Effectively in a Retail Team
9. Identification of New Clients- Targeting Potential Clients and Keeping Records
10. Customer Loyalty and Customer Service

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

M.VOC. (RETAIL MANAGEMENT) (SEMESTER -II)
SESSION 2018-19
SUMMER INTERNSHIP AND VIVA VOCE
COURSE CODE: MVRI-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 internship. 10 marks will be allotted to theory paper.