

**FACULTY OF VOCATIONAL STUDIES**

**SYLLABUS**

**of**

**Master of Vocation (Retail Management) (Semester: I-IV)**

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

**Session: 2021-22**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA**

**JALANDHAR**

**(Autonomous)**

**KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)**  
**SCHEME AND CURRICULUM OF EXAMINATIONS OF TWO-YEAR DEGREE PROGRAMME**  
**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**Session: 2021-22**

<b>Master of Vocation (Retail Management) Semester-I</b>								
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Credits</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
				<b>Total</b>	<b>Ext.</b>		<b>CA</b>	
					<b>L</b>	<b>P</b>		
MVRL-1321	Fundamentals of Retailing and Retail Formats	C	4	100	80	-	20	3
MVRL-1322	Accounting for Retail Managers	S	4	100	80	-	20	3
MVRL-1323	Foundations of Management	C	4	100	80	-	20	3
MVRL-1324	Economics of Retail	C	4	100	80	-	20	3
MVRL-1325	IT Applications in Retail	S	4	100	80	-	20	3
MVRL-1326	Fundamentals of E- Retailing	S	4	50	40	-	10	3
MVRP-1327	Lab on E- Retailing	S	2	50	-	40	10	-
MVRD-1328	Project on Visual Merchandising	S	4	100	-	80	20	-
	<b>Total</b>		<b>30</b>	<b>700</b>				

**C-Compulsory**

**S- Skill Enhancement**

**KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)**  
**SCHEME AND CURRICULUM OF EXAMINATIONS OF TWO-YEAR DEGREE PROGRAMME**  
**MASTER OF VOCATION (RETAIL MANAGEMENT) SEMESTER -II**  
**Session: 2021-22**

<b>Master of Vocation (Retail Management) Semester-II</b>								
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Credits</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
				<b>Total</b>	<b>Ext.</b>		<b>CA</b>	
					<b>L</b>	<b>P</b>		
MVRL-2321	Retail Marketing Principles	C	4	<b>100</b>	80	-	20	3
MVRL-2322	Rural Retailing	C	4	<b>100</b>	80	-	20	3
MVRL-2323	Retail Branding Strategies	C	4	<b>100</b>	80	-	20	3
MVRL-2324	Mall Management	S	4	<b>100</b>	80	-	20	3
MVRL-2325	Retail Buying and Merchandise Management	S	4	<b>100</b>	80	-	20	3
MVRP-2326	Lab on Retail BusinessSkills	S	4	<b>100</b>	-	80	20	-
MVRI-2327	Summer Internship and Viva Voce	S	6	<b>100</b>	-	100	-	-
	<b>Total</b>		<b>30</b>	<b>700</b>				

**C-Compulsory**

**S- Skill Enhancement**

**KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)**  
**SCHEME AND CURRICULUM OF EXAMINATIONS OF TWO-YEAR DEGREE PROGRAMME**  
**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**

**Session: 2021-22**

<b>Master of Vocation (Retail Management) Semester-III</b>								
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Credits</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
				<b>Total</b>	<b>Ext.</b>		<b>CA</b>	
					<b>L</b>	<b>P</b>		
MVRL-3321	Retail Marketing Research	S	4	100	80	-	20	3
MVRL-3322	Business Ethics and Corporate Social Responsibility	C	4	100	80	-	20	3
MVRL-3323	International Retailing	C	4	100	80	-	20	3
MVRL-3324	Retail Personnel Management	C	4	100	80	-	20	3
MVRP-3325	Lab on IT Solutions in Retail	S	4	100	-	80	20	-
MVRD-3326	Case Studies in Retail Management	S	4	100	-	80	20	-
MVRD-3327	Minor Research Project and Viva Voce	S	6	100	-	80	20	-
<b>Total</b>			<b>30</b>	<b>700</b>				

**C-Compulsory**

**S- Skill Enhancement**

**KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)**  
**SCHEME AND CURRICULUM OF EXAMINATIONS OF TWO-YEAR DEGREE PROGRAMME**  
**MASTER OF VOCATION (RETAIL MANAGEMENT) SEMESTER -IV**

**Session: 2021-22**

<b>Master of Vocation (Retail Management) Semester-IV</b>								
<b>CourseCode</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Credits</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
				<b>Total</b>	<b>Ext.</b>		<b>C A</b>	
					<b>L</b>	<b>P</b>		
MVRL-4321	Retail Banking Services	S	4	<b>100</b>	80	-	20	3
MVRL-4322	Business Environment and Strategic Management	C	4	<b>100</b>	80	-	20	3
MVRL-4323	Entrepreneurship Development in Retail	C	4	<b>100</b>	80	-	20	3
MVRL-4324	Legal Aspects of Retailing	C	4	<b>100</b>	80	-	20	3
MVRM-4325	Digital Marketing	S	4	<b>100</b>	40	40	20	3
MVRP-4326	Retail Banking Practical	S	4	<b>100</b>	-	80	20	-
MVRI-4327	Summer Internship and Viva Voce	S	6	<b>100</b>	-	100	-	-
	<b>Total</b>		<b>30</b>	<b>700</b>				

**C-Compulsory**  
**S- Skill Enhancement**

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

**Session: 2021-22**

**FUNDAMENTALS OF RETAILING AND RETAIL FORMATS**

**Course Code: MVRL- 1321**

**After 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 analyze and summarize market information to assess the retailing environment  
and formulate effective retail strategies.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**Session: 2021-22**  
**FUNDAMENTALS OF RETAILING AND RETAIL FORMATS**  
**Course Code: MVRL- 1321**

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

**Total 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.

<b>Unit-I</b>
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.
<b>Unit-II</b>
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.
<b>Unit-III</b>
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 Show rooms; By Product Line-Department store, supermarket, hypermarket.
<b>Unit-IV</b>
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
2. Swapana Pradhan, Retailing Management, Tata McGraw Hill Publishing Company
3. Harjit Singh, Retail Management, S. Chand & Co., New Delhi.
4. S.C Bhatia, Retail Management, Atlantic publishers

**Note: Latest edition of text books to be used.**

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER –I)**  
**Session: 2021-22**  
**ACCOUNTING FOR RETAIL MANAGERS**  
**Course Code: MVRL- 1322**

**After 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 analyze financial statements, combine financial analysis with other information to assess the financial performance and position of a business.

**CO3:** Analyze 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.



**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)****Session: 2021-22****ACCOUNTING FOR RETAIL MANAGERS****Course Code: MVRL-1322**

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

**Total 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 16marks.

<b>Unit-I</b>
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.
<b>Unit-II</b>
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.
<b>Unit-III</b>
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.
<b>Unit-IV</b>
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,
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
5. Sharma, Subhash and M.P. Vithal, "Financial Accounting for Management Text and Cases", McMillan.

**Note: Latest edition of text books to be used.**

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**Session: 2021-22**  
**FOUNDATIONS OF MANAGEMENT**  
**Course Code: MVRL- 1323**

**After 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.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)****Session: 2021-22****FOUNDATIONS OF MANAGEMENT****Course Code: MVRL- 1323****Examination Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Total 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 16marks.

**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 Mc Graw-hill, New Delhi.
4. Prasad L. M., Principles and Practices of Management, Sultan Chand and Sons.

**Note: Latest edition of text books to be used.**

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

**Session: 2021-2022**

**ECONOMICS OF RETAIL**

**Course Code: MVRL-1324**

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

CO1: Identify the factors that affect demand and supply.

CO2: Appreciate the role of markets and institutions in facilitating development of retail industry.

CO3: Apply the knowledge and skills acquired to study the main forces sustaining and limiting economic development.

CO4: Understand how economics affect the business strategy of retail industry.

CO5: Understand the contribution of retail industry in today's economy.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)****Session: 2021-2022****ECONOMICS OF RETAIL****Course Code: MVRL-1324****Examination Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Total 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 16marks.

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
4. P.L. Mehta, Managerial Economics, S. Chand and Sons Company Ltd., New Delhi
5. H. L Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi.

**Note: Latest edition of text books to be used.**



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

**Session: 2021-22**

**IT APPLICATIONS IN RETAIL**

**Course Code: MVRL- 1325**

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

**CO1:** Understand the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet & networking.

**CO2:** Learn hands-on use of Microsoft Office applications, Word, Excel, Access and PowerPoint.

**CO3:** Utilize the Internet Web resources and evaluate on-line e-retailing system.

**CO4:** Solve common retailing problems using appropriate Information Technology applications and systems.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)****Session: 2021-22****IT APPLICATIONS IN RETAIL****Course Code: MVRL- 1325****Examination Time: 3 Hours****4 Hours/week****L-T-P****4-0-0****Total 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 16marks.

<b>Unit-I</b>
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.
<b>Unit-II</b>
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.
<b>Unit-III</b>
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.
<b>Unit-IV</b>
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.

**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.

**Note: Latest edition of text books to be used.**

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**Session: 2021-22**  
**FUNDAMENTALS OF E-RETAILING**  
**Course Code: MVRL- 1326**

**After 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

1/1  
**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**Session: 2021-22**  
**FUNDAMENTALS OF E-RETAILING**  
**Course Code: MVRL- 1326**

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

**Total 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>
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.
<b>Unit-II</b>
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.
<b>Unit-III</b>
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.
<b>Unit-IV</b>
Globalization and changing retail formats: Virtual store-E-retailing international retailing-opportunities, market entry Formulas-new customized formats.

**SUGGESTED READINGS:**

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

**Note: Latest edition of text books to be used.**

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

**Session: 2021-22**

**LAB ON E- RETAILING**

**Course Code: MVRP-1327**

**After 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.

**CO3:** Demonstrate an understanding of the importance of brand management online.

**CO4:** Develop an e-marketing plan.

**CO5:** Assess online pricing options and implications.

**CO6:** Explain the role of digital media in identifying, anticipating and satisfying consumer needs and wants.

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

**Session: 2021-22**

**LAB ONE E-RETAILING**

**Course Code: MVRP-1327**

**Examination Time: 3 Hours**

**4 Hours/weeks**

**L-T-P**

**0-0-2**

**Max. Marks: 50**

**Practical Marks: 40**

**CA: 10**

**Note:** 40 marks will be for practical 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

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)**  
**Session: 2021-22**  
**PROJECT ON VISUAL MERCHANDISING**  
**Course Code: MVRD-1328**

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

**CO1:** Define the meaning of visual merchandising.

**CO2:** Learn different tools that are used for displaying jewellery and apparels at the retail stores.

**CO3:** Apply basic design principles and colour theories to displays and advertising.

**CO4:** Understand how to make display meaningful-Identify colour, size and other attributes of the product that match the display.

**CO5:** Understand and explain elements of planogram - Use of different props in a retail store



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

**Session: 2021-22**

**PROJECT ON VISUAL MERCHANDISING**

**Course Code: MVRD-1328**

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

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

**Note:** Students are required to prepare practical file.

Evaluation of Marks will be as follows:

- a. Evaluation by internal examiner: 30Marks
- b. Practical File Evaluation and Viva Voce examination by external examiner: 50Marks

1. Elements of a visual design
2. Display requirements before framing visual design brief
4. Effective ways to improve visual effects
5. Company policies on Visual Design
6. Store Hygiene and Cleanliness
7. Store Display and Visual Merchandising
8. Organize the display of products at the store
9. Plan visual merchandising
10. Example of something a visual merchandiser can create in a store's window
11. Job description of a visual merchandiser
12. Role of a visual merchandiser in improving the visual appeal of the Store
13. Role of props in display
14. Illustrate how you manage colour and space to display products
15. Tools used for displaying jewellery and apparels at the retail stores
16. Understand how to make display meaningful-Identify colour, size and other attributes of the product that match the display
17. Potential places for product display -. Arrange products in window display, arrange fixtures in a proper manner, Arrange and display products in fixtures, Use different promotional tools for marketing, Dress mannequins in a proper way.
18. Understand and explain elements of Planogram - Use of different props in a retail store

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

**Session: 2021-22**

**RETAIL MARKETING PRINCIPLES**

**Course Code: MVRL-2321**

**After 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.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)****Session: 2021-22****RETAIL MARKETING PRINCIPLES****Course Code: MVRL-2321**

**Examination Time: 3 Hours**  
**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 16marks.

<b>UNIT-I</b>
<b>Introduction:</b> 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.
<b>UNIT-II</b>
<b>Segmentation, Targeting and Positioning:</b> Conditions for effective market segmentation, Benefits of market segmentation, Levels of market segmentation, Bases of market segmentation (Geographic, Demographic, Benefit/ USP, Behavioral, Psychographic, Geo-Demographic), Target marketing: Meaning, importance & strategies. Positioning: Concept& relevance, Strategies, Bases of differentiation in positioning.
<b>UNIT-III</b>
<b>Product &amp; Pricing Decisions:</b> 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.
<b>UNIT-IV</b>
<b>Physical Distribution &amp; Promotion Decisions:</b> 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, copydesigning and testing, Media selection, Advertising effectiveness.

**SUGGESTED READINGS:**

1. Gilbert, David, Retail Marketing Management, Prentice Hall, New Delhi.
2. Kotler, 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.

**Note: Latest Edition of text books to be used**

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

**Session: 2021-22**

**RURAL RETAILING**

**Course Code: MVRL-2322**

**After 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.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)****Session: 2021-22****RURAL RETAILING****Course Code: MVRL-2322****Examination Time: 3 Hours****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 16marks.

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

**Note: Latest Edition of text books to be used**

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

**Session: 2021-22**

**RETAIL BRANDING STRATEGIES**

**Course Code: MVRL-2323**

**After 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 about brand perception and understand how a brand is being perceived in the media.

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

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**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**  
**Session: 2021-22**  
**RETAIL BRANDING STRATEGIES**  
**Course Code: MVRL-2323**

**Examination Time: 3 Hours**  
**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 16marks

<b>UNIT –I</b>
<b>Retail Branding:</b> 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. <b>Brand Identity:</b> Product Brand Identity, Corporate Brand Identity, Brand Design, Brand Personality, Brand Portfolio, Brand Architecture.
<b>UNIT–II</b>
<b>Retail Brand Equity:</b> The concept of Retail Brand Equity, using brand elements to create brand equity, Growing and Sustaining Brand Equity, Developing a Brand Equity Management System. Brand Perception, Customer-based brand equity, Measuring & Managing Customer-based brand equity. Brand Awareness & Brand Loyalty.
<b>UNIT-III</b>
<b>Brand Planning:</b> Brand Value Chain, Brand Positioning: Meaning, characteristics & types. Brand Associations, Brand integration, Brand building, Co- branding, Brand audit, Strategic Brand Management: Meaning, definition, importance & process, National and cultural effect on brand management.
<b>UNIT –IV</b>
<b>Brand Strategy:</b> 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. Y. L. R. Moorthi, Brand Management
2. Subratu Sen Gupta Brand Positioning
3. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
4. Swapna Pradhan, Retailing Management, Tata McGraw Hill Publishing Company
5. Gilbert, David, Retail Marketing Management, Prentice Hall, New Delhi.

**Note: Latest Edition of text books to be used**

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

**Session: 2021-22**

**MALL MANAGEMENT**

**Course Code: MVRL-2324**

**After 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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**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**  
**Session: 2021-22**  
**MALL MANAGEMENT**  
**Course Code: MVRL-2324**

**Examination Time: 3 Hours**  
**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 16marks.

<b>UNIT –I</b>
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.
<b>UNIT –II</b>
Importance of security services in a mall, Design process in security management, Scope of security management, Security Organization: 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.
<b>UNIT –III</b>
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.
<b>UNIT –IV</b>
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

**Note: Latest Edition of text books to be used.**

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

**Session: 2021-22**

**RETAIL BUYING AND MERCHANDISE MANAGEMENT**

**Course Code: MVRL-2325**

**After 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.

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**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**  
**Session: 2021-22**  
**RETAIL BUYING AND MERCHANDISE MANAGEMENT**  
**Course Code: MVRL-2325**

**Examination Time: 3 Hours**  
**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 16marks.

<b>UNIT -I</b>
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.
<b>UNIT -II</b>
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.
<b>UNIT -III</b>
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.
<b>UNIT -IV</b>
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. Swapna Pradhan, Retail Merchandising Retail Education, Tata McGraw Hill, 2010.
2. John Donnellan, Merchandise Buying and Management, Fairchild Publications
3. Rosemary Varley, Retail Product Management: Buying & Merchandising, Routledge, 2014.
4. S.C. Bhatia, Retail Management, Atlantic, 2010.

**Note: Latest Edition of text books to be used**

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

**Session: 2021-22**

**LAB ON RETAIL BUSINESS SKILLS**

**Course Code: MVRP-2326**

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

**CO1:** Understand the different business skills situation (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 retailing 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.

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

**Session: 2021-22**

**LAB ON RETAIL BUSINESS SKILLS**

**Course Code: MVRP-2326**

**8 Hours/week**

**L-T-P**

**0-0-4**

**Max. Marks: 100**

**Practical Marks: 80**

**CA: 20**

**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: 80 marks will be for practical to be conducted by External Examiner. Students are required to prepare practical file.**

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**  
**Session: 2021-22**  
**SUMMER INTERNSHIP AND VIVA VOCE**  
**Course Code: MVRI-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 retail store.

**CO6:** Understand the importance of visual merchandising.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-II)**  
**Session: 2021-22**  
**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 50 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 50 marks shall be made by external examiner appointed by the university who shall evaluate the report on the basis of presentation and the assessment report received from the organization where student has undergone.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**

**Session: 2021-22**

**RETAIL MARKETING RESEARCH**

**Course Code: MVRL-3321**

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

**CO1:** Understand the concept of Marketing Research in Retail Industry.

**CO2:** Synthesize the need for business research, its conduct and application to retail business decisions.

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

**CO4:** Create and conduct a small survey, applying a wide range of survey, scale, and questionnaire techniques.

**CO5:** Recommend the best sampling technique for different situations.



**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)****Session: 2021-22****RETAIL MARKETING RESEARCH****Course Code: MVRL-3321****Examination Time: 3 Hours****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 16marks.

**UNIT I**

Marketing Research Dynamics- Meaning of Research, Research Characteristics, Various Types of Research, Marketing Research and its Management.

Retail Marketing Research: Meaning, Scope, Role & Importance. Retail Research Process: An Overview.

Recent Trends in Retail Marketing Research: Marketing Information System and Research, Online Marketing Research, Research in Lifestyle Retail, Rural Marketing Research, Brand Equity Research, International Marketing and Branding Research.

**UNIT II**

Research Design- Introduction, Meaning of Research Design, Types of Research Design, Choosing a Good Research Design.

Data Collection Sources and Methods: Introduction, Primary Data and its Types, Meaning and Nature of Secondary Data, Advantages & Drawbacks of Secondary Data, Types of Secondary Data Sources. Sample Design, Sample Plan, Probability & Non- Probability Sampling, Sample Size

**UNIT III**

Designing a Questionnaire- Introduction, Questionnaire Design, Process of Questionnaire Design, Interview Method, Questionnaire Format and Question Composition, Individual Question Content, Questions Order, Form and Layout.  
 Data Interpretation and Report Writing: Meaning of Data Interpretation, Research Report, Modus Operandi of Writing a Market Research Report, Structure of the Report, Components of a Report, Finalizing the Research Report, Quality Research Report, Responsibilities of a Market Research Report Writer, Presenting the Report.

**UNIT-IV**

Applications of Retail Marketing Research I: Consumer Market Research, Business-to-Business Market Research, Product Research, Pricing Research, Motivational Research, Distribution Research.  
 Applications of Marketing Research II: Advertising Research, Media research, Sales Analysis and Forecasting, Brand Name testing, Test Marketing, Shopping Research (Path-to-Purchase Research).

**SUGGESTED READINGS:**

1. Naresh K. Malhotra, Marketing Research: An Applied Orientation, Pearson Education, Asia.
2. S.C. Gupta, Marketing Research, Excel Books India,
3. Kothari C.R.; Research Methodology; New Age International Limited, Publishers.
4. Cooper, Donald R and Schindler Pamela S: Business Research Methods, Tata McGraw Hill Publishing Company Ltd., New Delhi.
5. Geode, Million J. & Paul K. Hatl, Methods in Research, McGraw Hill, New Delhi.

**Note: Latest edition of text books to be used.**

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**  
**Session: 2021-22**  
**BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**  
**Course Code: MVRL-3322**

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

- CO1:** Understand the concept and need for business ethics.
- CO2:** Demonstrate an understanding of the ethical, social and economic environments.
- CO3:** Successfully practice the various approaches to Business Ethics.
- CO4:** Incorporate the concept of Business Ethics and Corporate Social Responsibility (CSR) into Business decisions.
- CO5:** Identify the key ethical elements with respect to suppliers and competitors.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**  
**Session: 2021-22**  
**BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**  
**Course Code: MVRL-3322**

**Examination Time: 3 Hours**  
**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.

<b>UNIT-I</b>
Introduction to Business Ethics: Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos. Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics. Various approaches to Business Ethics - Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill & Bentham’s Utilitarianism theory
<b>UNIT-II</b>
Indian Ethical Practices and Corporate Governance: Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents. Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance, Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences
<b>UNIT-III</b>
Introduction to Corporate Social Responsibility: Corporate Social Responsibility-Concept, Scope & Relevance and Importance of CSR in Contemporary Society. Models for Implementation of CSR, Drivers of CSR, CSR and Indian Corporations- Legal Provisions and Specification on CSR, Future of CSR in India.
<b>UNIT-IV</b>
Areas of CSR and CSR Policy: CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society. CSR and environmental concerns, Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR, CSR and Sustainable Development, CSR through Triple Bottom Line in Business.

**SUGGESTED READINGS:**

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

**Note: Latest edition of text books to be used.**

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**

**Session: 2021-22**

**INTERNATIONAL RETAILING**

**Course Code: MVRL-3323**

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

**CO1:** Understand the concept of International retailing.

**CO2:** Evaluate the strategic sourcing, procurement and cross docking.

**CO3:** Understand the development & implementation of merchandise plans.

**CO4:** Understand the global marketing mix in retail context.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)****Session: 2021-22****INTERNATIONAL RETAILING****Course Code: MVRL-3323****Examination Time: 3 Hours****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.

<b>UNIT-I</b>
International Retail management- an Introduction, the nature and scope of Retailer Internationalization, Push and Pull factors of Retailer Internationalization, Global marketing mix in retail context, International Retail organization formats Web, Non-store Based, and Other Forms of Non-traditional Retailing.
<b>UNIT-II</b>
International Retail Environment: Assessing the International Economic, Political, Legal and Social Environment, Market Selection, Market Entry Methods- Flagship Stores, Organic Growth, M&A, Franchising, JVs, Concessions, Exporting and Wholesaling, Internet. International Market De-Entry: Divestments and Withdrawals
<b>UNIT-III</b>
Location, Layout, Retail Store Design & Visual Merchandising: Retail Location and layout decisions, Retail Location Theories, Important considerations for selecting layout, Visual merchandising in retail, Planning and merchandising process, Developing & Implementing Merchandise Plans, Employee Management in Retail Network.
<b>UNIT-IV</b>
Retail Supply Chain Management: Differences in logistics 'culture' in International Markets Consumer Choice and Retail formats, Logistics Cost Structures, The Internationalization of Logistics Practice, Strategic sourcing and procurement, Cross Docking.

**SUGGESTED READINGS:**

1. Joshi, Rakesh Mohan, International Marketing, Oxford University Press.
2. Bajaj, Tuli, Srivastava, Retail Management, 3rd edition, Oxford University Press.
3. Keegan Warren J., Global Marketing Management, Pearson Education.
4. Doole Isobel and Robin Lawe, International Marketing Strategy, Thomson Learning.
5. Onkvisit Sak and John J. Shaw, International Marketing – Analysis and Strategy, PHI.

**Note: Latest edition of text books to be used.**



**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**  
**Session: 2021-22**  
**RETAIL PERSONNEL MANAGEMENT**  
**Course Code: MVRL-3324**

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

**CO1:** Understand the aspects of retail personnel management.

**CO2:** Manage human resource affairs of a retail organization.

**CO3:** Work efficiently in competitive environment.

**CO4:** Get a clear understanding about various HR plans and implementation strategies.

**CO5:** Evaluate the Methods of Job Evaluation.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)****Session: 2021-22****RETAIL PERSONNEL MANAGEMENT****Course Code: MVRL-3324**

**Examination Time: 3 Hours**  
**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 16marks.

<b>UNIT-I</b>
Retail Personnel Management: Concept, Nature, Scope and Significance of Personnel Function in Retail Organization, Evaluation and Philosophy of Management of Human Resource, Changing Trends in HRM. Differences Between Strategic Human Resource Management (SHRM) and HRM. Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors Affecting HRP, Human Resource Planning Process.
<b>UNIT-II</b>
Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis. Recruitment and Selection: Meaning and Factors Governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection, Problems associated with Recruitment and Selection. HR Training and Development: Concept and Need, Process of Training and Development Programme-Identification of Training and Development Needs, Objectives, Strategy & Designing of Training and Development, Implementation and Methods of Training Programme and Levels of Training Evaluation, Impediments to Effective Training.
<b>UNIT-III</b>
Employee Separation and Retention: Concept, Types of Employee separations, Factors Responsible for High Employee Turnover, Managing Early Retirements, Lay-offs and Voluntary Turnover. Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal. Job Evaluation: Meaning, Process and Methods of Job Evaluation.

**UNIT-IV**

Managing Compensation and Employee Remuneration: Concept, Objectives, Components of Employee Remuneration, Factors Influencing Employee Remuneration, Challenges of Remuneration.

Incentives: Concept, Importance and Process of Incentives. Fringe Benefits: Meaning, Forms and Administration of Benefits.

Managing Diversity: Concept, Approaches to Managing Diversity, Challenges in managing employee diversity, Diversity Training.

**SUGGESTED READINGS:**

1. Durai, Pravin, "Human Resource Management," New Delhi, Pearson.
2. Gomez, Meja, Balkin, Cardy, "Managing Human Resources," New Delhi, Pearson Education.
3. Aswathappa, K., "Human Resource Management", Text and Cases. New Delhi, Tata McGraw – Hill.
4. Mamoriaand Rao, "Personnel Management", New Delhi, Himalaya Publishing House.

**Note: Latest edition of text books to be used.**

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**

**Session: 2021-22**

**LAB ON IT SOLUTIONS IN RETAIL**

**Course Code: MVRP-3325**

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

**CO1:** Understand the role of IT in Retailing.

**CO2:** Get the clear information about different software used by Retailers.

**CO3:** Analyse the strategies of different entrepreneurs in E-Retailing.

**CO4:** Learn recent IT developments in Retail industry.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**

**Session: 2021-22**

**LAB ON IT SOLUTIONS IN RETAIL**

**Course Code: MVRP-3325**

**8 Hours/week**

**L-T-P**

**0-0-4**

**Maximum Marks: 100**

**Practical Marks: 80**

**CA: 20**

**TOPICS:**

- Role of IT in Business
- IT solutions and services for multi-channel retailing
- Influencing Parameters for use of IT in Retailing
- Efficiency in Operations Effective Management of Online catalogues
- Direct Retailing Methods
- Database Management
- Data warehousing
- Critical Analysis of E-Retailing Strategies
- Introduction of RFID and other emerging technology
- Modules in retailing, Service quality dimensions- CRM approaches in retailing.
- Real- Time Inventory and Vendor Management

Note: Students are required to prepare practical file.

Evaluation of Marks will be as follows:

- a. Evaluation by internal examiner: 30 Marks
- b. Practical File Evaluation and Viva Voce examination by external examiner: 50 Marks

**SUGGESTED READINGS:**

1. Internet Marketing: Strategy, Implementation and Practice by Dave Chaffey.
2. Principles of Marketing by Philip Kotler.
3. Information Technology for Retail, Girdhar Joshi, Oxford Printing Press
4. Swapana Pradhan, Retailing Management, Tata McGraw Hill Publishing Company

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**

**Session: 2021-22**

**CASE STUDIES IN RETAIL MANAGEMENT**

**Course Code: MVRD-3326**

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

**CO1:** Critically review written case studies and provide feasible action recommendations.

**CO2:** Apply a structured problem-solving process to real business situations in the retail industry.

**CO3:** Assess profitability and overall success of the retail industry through the analysis of cases.

**CO4:** Summarize the steps performed in the analysis of a given case in the form of a presentation to a Group of peers.

**CO5:** Demonstrate the ability to provide analysis and recommendations in the form of a written Case report.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**

**Session: 2021-22**

**CASE STUDIES IN RETAIL MANAGEMENT**

**Course Code: MVRD-3326**

**8 Hours/week**

**L-T-P**

**0-0-4**

**Max Marks: 100**

**Practical Marks: 80**

**CA: 20**

**CASE STUDIES FOR REFERENCE:**

1. Case Studies on Retail Industry Vol. I, Wal-Mart in India: Opportunities Vs Threats by Roopa, Sumit Kumar Chaudhuri.
2. Metro in India: Fighting against Odds by Devangana Sisodia, Sumit Kumar Chaudhari.
3. Zomato: Can it win the Battle for Leadership in India's Food Tech Market?  
by [http://www.ibscdc.org/Case\\_Studies/Strategy/Competitive%20Strategies/Zomato\\_Can%20it%20win-Case.html](http://www.ibscdc.org/Case_Studies/Strategy/Competitive%20Strategies/Zomato_Can%20it%20win-Case.html)
4. Indian Retail Models: Reliance Retail vs ITC Retail vs Future Group Retail by M.V. Vivek, Saradhi Kumar Gonela under the guidance of Dr. Nagendra V.Chowdary.
5. Samsung vs LG: Similar Goals, Dissimilar Strategies by Sireesha M, Sumit Kumar Chaudhuri
6. Lifebuoy in India: Product Life Cycle Strategies by C.V.Chiranjeevi.
7. P&G's 'Design Thinking' Initiative: The Innovation Lessons by C.V.Chiranjeevi.
8. Organised Retailing in India – Opportunities & Challenges by D. Gayatri, T Phani Madhav.
9. Coca-Cola- Contentious Overseas Business Practices by Saradhi Kumar Gonela.
10. Nestle' Marketing: The Next Driver of Value Growth? By Supriyo Bose, Sumit Kumar Chaudhuri.
11. Big Bazaar- The Making of a Super Brand, Retailing Management by Swapna Pradhan.
12. McDonald's: Made for India, Retailing Management by Swapna Pradhan.

Note: Students are required to prepare Practical file & give Power Point Presentation.

Evaluation of Marks will be as follows:

- a. Evaluation by internal examiner: 30 Marks
- b. Practical File Evaluation and Viva Voce examination by external examiner: 50 Marks

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)**  
**Session: 2021-22**  
**MINOR RESEARCH PROJECT AND VIVA VOCE**  
**Course Code: MVRD-3327**

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

**CO1:** Understand the significance of research and correctly choosing problem.

**CO2:** Apply the tools and techniques of hypothesis selection, sampling, data collection, etc.

**CO3:** Analyze and interpret the data through various statistical and mathematical tools

**CO4:** Delve into managerial implications and business significance of the issue under  
Investigation



**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -III)****Session: 2021-22****MINOR RESEARCH PROJECT AND VIVA VOCE****Course Code: MVRD-3327****12 Hours/week****L-T-P****0-0-6****Max Marks: 100****Practical Marks: 80****CA: 20**

Students have to complete a Research Project during 3<sup>rd</sup> Semester. Evaluation of Project Report shall be as follows:

- a. Report evaluation by internal examiner: 30 Marks
- b. Report evaluation and Viva Voce examination by external examiner: 50 Marks

Students shall select topic of their project work at the commencement of Semester-III in consultation with faculty members. Students are free to choose any topic relating to the course, which is contemporary, application oriented and having significance to the retailing world. The project may be secondary data based or may involve survey work/field work. Ideally, the project work should be the one, which involves use of both the desk and field researches, and is able to delve into managerial implications and business significance of the issue under investigation. After approval of the project topics by the faculty members, students shall begin their work. At the completion of the project work, they shall submit copy of their project report for evaluation one week before the end of the Semester-III. Along with it they are required to make a presentation before the external and Internal Examiner.

The tentative content of the report is given below:

- ❖ Cover Page
- ❖ Acknowledgement
- ❖ Certificate
- ❖ Introduction
- ❖ Literature Review
- ❖ Research Methodology (Objective of the Research, Type of data, Sample design, Hypothesis, Analytical Tools, Limitations of Study)
- ❖ Data Analysis
- ❖ Findings
- ❖ Conclusions
- ❖ Recommendations
- ❖ References
- ❖ Appendices – to include questionnaire, if any.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**

**Session: 2021-22**

**RETAIL BANKING SERVICES**

**Course Code: MVRL-4321**

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

**CO1:** Evaluate the applicability of retailing concepts.

**CO2:** Understand the process of using the debit & credit cards.

**CO3:** Assess the various retail products.

**CO4:** Understand the technology for retail banking.

**CO5:** Critically evaluate the recent trends in Retailing.

**CO6:** Know about the role and impact of customer relationship management.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)****Session: 2021-22****RETAIL BANKING SERVICES****Course Code: MVRL-4321****Examination Time: 3 Hours****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 sub divided 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 16marks.

<b>UNIT-I</b>
<b>Introduction:</b> History and definition, role within the bank operations, Applicability of retailing concepts, distinction between Retail and Corporate / Wholesale Banking. <b>Retail Products Overview:</b> Customer requirements, Products development process, Description of Liability products, Description of Asset Products, Approval process for retail loans.
<b>UNIT-II</b>
<b>Loans:</b> Home Loans-Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment, Repayments. Personal Loans-Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment, Repayments. Educational Loans-Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment, Repayments. <b>Credit &amp; Debit Cards:</b> Eligibility, Purpose, Amounts, Margin, Security, Process of using the cards.
<b>UNIT-III</b>
<b>Marketing of Retail Products:</b> Retail Strategies, Tie-up with Institutions for Personal loans, Credit cards, Educational loans. Delivery Channels - Branch, Extension counters, ATMs, POS, Internet Banking, M-Banking. Selling Process in retail products-Direct Selling Agents. <b>Customer Relationship Management:</b> Role and impact of customer relationship management, Stages in customer relationship management process. <b>Technology for Retail Banking:</b> Static information, Account opening, basic loan origination data.
<b>UNIT-IV</b>
<b>Trends in Retailing:</b> New products like Insurance, Demat services, online / Phone Banking, Property services, Investment advisory. Growth of e-banking, Cross selling opportunities. <b>Recovery of Retail Loans:</b> Defaults, Rescheduling, recovery process.

**SUGGESTED READINGS:**

1. Retail Banking for CAIIB Examination (2018-2019) Session, by Indian Institute of Banking Finance, Macmillan Education
2. Retail Banking, Keith Pond
3. Retail Banking in India, O.P. Aggarwal
4. Retail Banking Technology, Suresh Samudrala, Jaico Publishing House, 2015.

**Note: Latest Edition of text books to be used.**

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**Session: 2021-22**  
**BUSINESS ENVIRONMENT AND STRATEGIC MANAGEMENT**  
**Course Code: MVRL-4322**

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

**CO1:** Have a clear understanding of formulation, implementation and evaluation of strategies.

**CO2:** Gain knowledge about strategies and their relation with dynamic environment.

**CO3:** Have a clear understanding about the strategy to be followed by the organization to go ahead in the market.

**CO4:** Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives.

**CO5:** Critically assess the business environment of an organization using selected strategic tools

1/1  
**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**  
**Session: 2021-22**  
**BUSINESS ENVIRONMENT AND STRATEGIC MANAGEMENT**  
**Course Code: MVRL-4322**

**Examination Time: 3 Hours**  
**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 16marks.

<b>Unit-I</b>
<p><b>Introduction to Strategic Management:</b> Need, scope, key features and importance of strategic management, Limitations of Strategic Management. Components of strategic management: Strategic planning, strategy implementation and strategic control.</p> <p><b>Strategic Plan:</b> mission, objectives, strategies. Levels of objectives and strategies. Role of chief executive officer (CEO) in strategic management.</p>
<b>Unit-II</b>
<p><b>External Environment Analysis:</b> Nature of environment: Remote and operating environment. Process of environment scanning. Techniques of environment analysis: PESTEL analysis (political, economic, socio-cultural, technological, environmental, and legal analysis). Scenario Planning, Porters five forces model, Environmental threat and opportunity profile (ETOP)</p>
<b>Unit-III</b>
<p><b>Internal Environmental Analysis:</b> Corporate resource analysis for strength and weakness: marketing, human resource, production/operation, finance and accounting.</p> <p><b>Process of Corporate Appraisal:</b> Concept of available resource, threshold resources, unique resources, core competencies and strategic advantage. Techniques of internal analysis: value chain analysis (cost efficiency, product features), comparative analysis, historical comparison, industry standard, benchmarking robustness, strategic advantage profile (SAP)</p>
<b>Unit-IV</b>
<p><b>Strategic Options:</b> Generating alternative strategies using SWOT analysis (Strength, weakness, opportunities, threats).</p> <p><b>Corporate Strategies:</b> stability, growth (related and unrelated diversification), retrenchment. Business strategies: Porter's competitive strategy: strategy clock (low price, differentiation, hybrid, focused differentiation, and failure strategies). Sustaining competitive advantage. Cooperative and collaborative strategies.</p> <p><b>Directions for Strategy Development:</b> consolidation, market penetration, product development, market development and diversification. Methods of strategy development: internal development, mergers and acquisition, joint development and strategic alliance</p>

**SUGGESTED READINGS:**

1. Azhar Kazmi, Business Policy and Strategic Management, TMH publication.
2. Cherunelm, Francis, Business Environment, Himalaya Publishing House, New Delhi, 2005.
3. Misra, S.K., Puri, V.K., Indian Economy, HPH, 2007, New Delhi.
4. Aswathpa, K., Business Environment, Excel Books, New Delhi.
5. Bedi S.K., Business Environment, Excel Books, New Delhi

**Note: Latest Edition of text books to be used.**

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**

**Session: 2021-22**

**ENTREPRENEURSHIP DEVELOPMENT IN RETAIL**

**Course Code: MVRL-4323**

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

**CO1:** Understand the key business models and innovation trends in retailing.

**CO2:** Have an appreciation of the opportunities and challenges around developing multi- sided platforms.

**CO3:** Learn how investors appraise retail and consumer start-ups.

**CO4:** Understand the importance of customer acquisition and the key role of analytics.

**CO5:** Understand the importance of retail business plan

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)****Session: 2021-22****ENTREPRENEURSHIP DEVELOPMENT IN RETAIL****Course Code: MVRL-4323**

**Examination Time: 3 Hours**  
**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 16marks.

<b>UNIT I</b>
<p><b>Entrepreneurship:</b> Meaning, elements, determinants. Importance of entrepreneurship and creative behavior. Theories of entrepreneurship, Socio-economic environment and the entrepreneur.</p> <p><b>Retail Entrepreneurship:</b> Meaning and features. Factors influencing entrepreneurship, Meaning &amp; definition of an entrepreneur. Types of Entrepreneurs, Characteristics of a successful entrepreneur, Competency requirement for a retail entrepreneur.</p>
<b>UNIT II</b>
<p><b>Entrepreneurial Development Programmes:</b> Relevance and achievements, Role of government in organizing such programmes. Critical Evaluation.</p> <p><b>Modern Technology for Entrepreneurship:</b> concept, significance, benefits &amp; avenues, websites, e- portals, wallet, blogs, social networking sites.</p> <p>Multi-sided platforms, Retail Innovation, Consumer and Retail Analytics.</p>
<b>UNIT III</b>
<p><b>Starting a Retail Business:</b> Understanding a business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection.</p> <p><b>An Overview of the Steps involved in Starting a Retail Business:</b> Location, clearances and permits required, licensing and registration procedures. Importance of financial, technical and social feasibility of the project. Retail Business start-up costs. Retail Business Models, Types of retail ownership.</p>
<b>UNIT-IV</b>
<p><b>Retail Business Plan:</b> Meaning and importance, Essential parts of a retail business plan covering financial, marketing, human resource, technical and social aspects. Preparation of BP, Common pitfalls to be avoided in preparation of a BP.</p> <p><b>Implementation of the Project:</b> Financial assistance through Financial Institutions &amp; Commercial Banks</p>

**SUGGESTED READINGS:**

1. Entrepreneurial Development, S.S Khanka, S. Chand, 4<sup>th</sup> Edition.
2. Entrepreneurship Development & Project Management, Neeta Baporikar, Himalaya Publishing House, Second Revised Edition, 2011.
3. Fundamentals of Entrepreneurship & Small Business Management, Vasant Desai, Himalaya Publishing House, 2010.
4. Retail Small Business Resources and Advice, <https://www.thebalancesmb.com/retail-4161588>.

**Note: Latest Edition of text books to be used.**



**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**

**Session: 2021-22**

**LEGAL ASPECTS OF RETAILING**

**Course Code: MVRL-4324**

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

- CO1:** Appreciate the existing legal complexities and need for new measures in the retailing sector.
- CO2:** Understand the existing legal framework under which the retailing activities must be conducted.
- CO3:** Understand the security issues and solutions in retailing.
- CO4:** Understand the installation and maintenance of portable first aid fire extinguisher.

1/2  
MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)

Session: 2021-22

LEGAL ASPECTS OF RETAILING

Course Code: MVRL-4324

**Examination Time: 3 Hours**

**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 sub divided 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 16marks.

**UNIT-I**

**Introduction to Statutory Compliance:** Legal System in India. Various Laws Applicable to Retail Sector. Different forms of Retail business organizations: Proprietorship, Partnership firm, Private company, Public company, Limited Liability Partnership, HUF Firm, Joint ventures.

**Indian Contract Act 1872:** Definition, Nature of the Act, Essentials of valid contract, Classification of contract. Types of Offers, Legal rules as to offer. Capacity to Contract. Free Consent. Consideration. Legality and Objects of consideration. Void Agreements and Agreements opposed to public policy. Contingent Contracts. Performance of Contract, Discharge of a Contract. Remedies for Breach of a contract.

**UNIT-II**

**Process of Opening a Retail Store:** Legal formalities to be taken into consideration.

**Shop and Establishment Act:** Introduction, Registration of Establishment, Classification of establishment as per local act of state. Operational Rules - opening, closing, working hours, working condition, holidays as per act. Rules relating to employment of child, young person and working women, Health and safety. Enforcement & Inspection, offences and penalties.

**The Sale of Goods Act 1930:** Meaning of contract of Sale, Essential elements of Contract of Sale, Sale and Agreement to Sell. Sale and Hire Purchase, Conditions and Warranties. Performance of Contract of Sale: Rights and Duties of the Buyer and Seller, Unpaid Seller and Auction Sales.

**UNIT-III**

**Statutory Compliance under Labour Laws:** Object, Scope, Application and Major Provision relating to Factories Act 1948 (Health, Safety and Welfare Provisions).

**Consumer Protection Act 1986:** Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers Penalties

**UNIT-IV**

**Statutory Compliance under Tax Laws:** Overview of GST and its impact on retail sector.  
**Obtaining License:** Brand License, Signage License, Lift Operation License, Escalator operator License, Pollution Certificate, Fire department (NOC), Weight and measure license, Shop and establishment license, Eating house license. Insurance – group insurance, Medical insurance, fire insurance, theft insurance, Information of security guard and employees to local police station, Installation and Maintenance of Portable first aid Fire Extinguishers.

**SUGGESTED READINGS:**

1. Kuchhal, M.C. and Deepa Parkash, Business Legislation Management, Vikas Publishing House Pvt. Ltd.
2. Shah, S.M., Business Law for Managers, Sultan Chand, New Delhi
3. Tulisian P.C., Business Law, TMH, New Delhi
4. Pathak, Legal Aspects of Business, McGraw Hill Education

**Note: Latest Edition of text books to be used.**

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**

**Session: 2021-22**

**DIGITAL MARKETING**

**Course Code: MVRM-4325**

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

**CO1:** Assess the impact of digital technology on the practice of marketing.

**CO2:** Analyze the use of different forms of digital marketing in the development of an online presence.

**CO3:** Develop a plan for marketing a product of business online.

**CO4:** Integrate social media tools into a marketing communications strategy.

**CO5:** Learn concepts such as Data Driven Marketing, Social Media Marketing, Analytics and Inbound Marketing.

**CO6:** Create digital marketing strategies – define goals, planning, analyzing, implementation and evaluation of plans.

1/1  
MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)

**Session: 2021-22**  
**DIGITAL MARKETING**  
**Course Code: MVRM-4325**

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

**Max Marks: 100**  
**Theory Marks: 40**  
**Practical Marks: 40**  
**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 sub divided 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 8marks.

<b>Unit-I</b>
<b>Introduction:</b> Concept of Digital Marketing, Overview to Digital Marketing, Why Digital Marketing is necessary in present time, Marketing Environment, Targeting and Positioning, Website planning & Creation, Content writing.
<b>Unit-II</b>
<b>Social Media:</b> Social Media Marketing, Social Media Metrics, Mobile Marketing, Data Driven Marketing Strategy, Visual Social Marketing, Inbound Marketing, you tube Marketing.
<b>Unit-III</b>
<b>Areas of Digital Marketing:</b> Email Marketing, Lead Generation, Google Ad Words, Google Analytics, Pay-Per-Click Advertising, Facebook Marketing, LinkedIn Marketing, Twitter Marketing, Video Marketing, Instagram Marketing.
<b>Unit-IV</b>
<b>Search Engine Optimization (SEO):</b> Online Display Advertising, Ecommerce Marketing, Mobile Web Marketing, Content Marketing, Online Reputation Management, Affiliate Marketing Basics, Ad sense& Blogging, How To Grab Freelancing Projects.

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

**SUGGESTED READINGS:**

1. Fundamentals of Digital Marketing by Pearson- by Puneet Singh Bhatia
2. Digital Marketing (English, Paperback, Seema Gupta) Edition: 1, 2017, Publisher: McGraw-Hill.
3. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Paperback, 2016 by Damian Ryan
4. Digital Analytics for Marketing 1st Edition, Kindle Edition by Marshall Sponder, Gohar F. Khan

**Note: Latest Edition of text books to be used.**

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**

**Session: 2021-22**

**RETAIL BANKING PRACTICAL**

**Course Code- MVRP-4326**

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

**CO1:** Apply retail banking concepts.

**CO2:** Perform the process of using the debit & credit cards.

**CO3:** Explain the functions of retail banking products and services

**CO4:** Learn the technology for retail banking.

**CO5:** Know about the role and impact of customer relationship management.

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**

**Session: 2021-22**

**RETAIL BANKING PRACTICAL**

**Course Code- MVRP-4326**

**8 Hours/week**

**L-T-P**

**0-0-4**

**Max Marks: 100**

**Practical Marks: 80**

**CA: 20**

1. Retail Products Overview
2. Types of Retail Banking
3. Technology for Retail Banking
4. Trends in Retailing
5. Marketing of Retail Products
6. Recovery of Retail Loans
7. Customer Relationship Management
8. Asset Liability Management
9. Internet Banking
10. Mobile Banking

**Note: Students are required to prepare Practical file & give PowerPoint Presentation.**

Evaluation of Marks will be as follows:

- a. Evaluation by internal examiner: 30Marks
- b. Practical File Evaluation and Viva Voce examination by external examiner: 50Marks

**MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER-IV)**

**Session: 2021-22**

**SUMMER INTERNSHIP AND VIVA VOCE**

**Course Code: MVRI- 4327**

**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 retail store.

**CO6:** Understand the importance of visual merchandising.



**MASTER OF VOCATION (RETAIL MANAGEMENT)(SEMESTER-IV)**

**Session: 2021-22**

**SUMMER INTERNSHIP AND VIVA VOCE**

**Course Code: MVRI- 4327**

**4/6week**

**L-T-P**

**0-0-6**

**Maximum Marks: 100**

**Internship Report & Presentation: 100**

All the students will submit their Summer Internship Reports (in duplicate) within a period of one week in the department; this period shall be counted from the last date of completion of their training. Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the internship 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 internship 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** who shall evaluate the report on the basis of presentation.