

**KAKATIYA UNIVERSITY, WARANGAL**  
**Telangana State- 506009**

**Syllabus**  
**of**  
**B. Vocational (Retail Marketing)**

## **B. VOC DEGREE (Retail Marketing)**

### **Course Structure**

Duration: 3 Years

No. of Semesters: 6

No. of Credits per Semester: 30

Total Credits for the Course: 180

No. Credits for General Component in each semester: 12

No. Credits for Skill Component in each semester : 18

<b>Year /Semester</b>	<b>Total Credits</b>	<b>NSQF Certification Level</b>	<b>Vocational Qualification</b>	<b>Title of Programme</b>
<b>First Year Sem - I</b>	<b>30</b>	<b>4</b>	<b>Certificate Course ( 6 months duration)</b>	<b>Certificate in Retail Marketing</b>
<b>First Year Sem - II</b>	<b>30</b>	<b>5</b>	<b>Diploma ( One Year duration)</b>	<b>Diploma in Retail Marketing</b>
<b>Second Year Sem -III &amp; IV</b>	<b>30+30 (60)</b>	<b>6</b>	<b>Advanced Diploma (Two Years duration)</b>	<b>Advance Diploma in Retail Marketing</b>
<b>Third Year Sem – V &amp; VI</b>	<b>30 + 30 (60)</b>	<b>7</b>	<b>B.Voc (Three Year duration)</b>	<b>B. Voc in Retail Marketing</b>
<b>Total</b>	<b>180</b>			

# KAKATIYA UNIVERSITY, WARANGAL

Proposed Subjects - B.Voc. (Retail Marketing)

## FIRST YEAR (SEMESTER - I)

### General Component Courses (12 Credits)

	Course Code	Course Title	Hours Per Week		Credits	Semester End Exam		Continuous Internal Evaluation		Total
			Theory	Practical		Duration	Marks	Duration	Marks	
<b>1<sup>st</sup> Year - 1<sup>st</sup> Semester General Component</b>	BVRMG101	Telugu/Hindi	3	-	3	2 hrs	40	½ hr	10	50
	BVRMG 102	English	3	-	3	2 hrs	40	½ hr	10	50
	BVRMG 103	Financial Accounting-I	3	-	3	2 hrs	40	½ hr	10	50
	BVRMG 104	Business Organization	3	-	3	2 hrs	40	½ hr	10	50
	<b>Total</b>			<b>12</b>	<b>-</b>	<b>12</b>		<b>160</b>		<b>40</b>

### Skill Component Courses (18 Credits)

	Course Code	Course Title	Hours Per Week		Credits	Semester End Exam		Continuous Internal Evaluation		Total	
			Theory	Practical		Duration	Marks	Duration	Marks		
<b>1<sup>st</sup> Year - 1<sup>st</sup> Semester Skill Component</b>	BVRMS105	Fundamental of Marketing Management	4	-	4	3 hrs	80	½ hr	20	100	
	BVRMS106	Basics of Retailing	4	-	4	3 hrs	80	½ hr	20	100	
	BVRMS107	Human Resource for Retail Business	4	-	4	3 hrs	80	½ hr	20	100	
	BVRMS108	Information Technology	4	02	6	3 hrs	60	½ hrs	40	100	
	<b>Total</b>			<b>16</b>	<b>02</b>	<b>18</b>		<b>300</b>		<b>100</b>	<b>400</b>
		General Component		12	-	12		160		40	200
		Skill component		16	02	18		300		100	400
<b>Grand Total</b>			<b>28</b>	<b>02</b>	<b>30</b>		<b>460</b>		<b>140</b>	<b>600</b>	

# KAKATIYA UNIVERSITY, WARANGAL

B.Voc. (Retail Marketing)

## FIRST YEAR (SEMESTER -II) General Component Courses (12 Credits)

	Course Code	Course Title	Hours Per Week		Credits	Semester End Exam		Continuous Internal Evaluation		Total
			Theory	Practical		Duration	Marks	Duration	Marks	
1 <sup>st</sup> Year - 2 <sup>nd</sup> Semester General Component	BVRM201	Telugu/Hindi	3	-	3	2 hrs	40	½ hr	10	50
	BVRM202	English	3	-	3	2 hrs	40	½ hr	10	50
	BVRM204	Financial Accounting-II	3	-	3	2 hrs	40	½ hr	10	50
	BVRM205	Marketing of Services	3	-	3	2 hrs	40	1/2hr	10	50
	<b>Total</b>			<b>12</b>		<b>12</b>		<b>160</b>		<b>40</b>

## Skill Component Courses (18 Credits)

	Course Code	Course Title	Hours Per Week		Credits	Semester End Exam		Continuous Internal Evaluation		Total	
			Theory	Practical		Duration	Marks	Duration	Marks		
1 <sup>st</sup> Year - 2 <sup>nd</sup> Semester Skill Component	BVRM206	Management of Retail Business	4	-	4	3 hrs	80	½ hr	20	100	
	BVRM207	Customer Relationship Management in Retail Business	4	-	4	3 hrs	80	½ hr	20	100	
	BVRM208	Retail Marketing Research	4	-	4	3hrs	80	½ hr	20	100	
	BVRM209	Store & Warehouse Operations <b>Practical Training &amp; Viva-voce</b>	-	12	6	Project & Viva-Voce				100	
	<b>Total</b>			<b>12</b>	<b>12</b>	<b>18</b>		<b>300</b>		<b>100</b>	<b>400</b>
		General Component		<b>12</b>	<b>00</b>	<b>12</b>		<b>160</b>		<b>40</b>	<b>200</b>
		Skill component		<b>12</b>	<b>12</b>	<b>18</b>		<b>300</b>		<b>100</b>	<b>400</b>
<b>Grand Total</b>			<b>24</b>	<b>12</b>	<b>30</b>		<b>470</b>		<b>130</b>	<b>600</b>	

**KAKATIYA UNIVERSITY, WARANGAL**

**B.Voc. (Retail Marketing)**  
**SECOND YEAR (SEMESTER -III)**  
**General Component Courses (12 Credits)**

	Course Code	Course Title	Hours Per Week		Credits	Semester End Exam		Continuous Internal Evaluation		Total	
			Theory	Practical		Duration	Marks	Duration	Marks		
<b>2<sup>nd</sup> Year – 3<sup>rd</sup> Semester General Component</b>	BVRM301	Telugu/Hindi	3	-	3	2 hrs	40	½ hr	10	50	
	BVRM302	English	3	-	3	2 hrs	40	½ hr	10	50	
	BVRM303	Advanced Accounting	3	-	3	2 hrs	40	½ hr	10	50	
	BVRM304	Retail Business Environment	3	-	3	2 hrs	40	½ hr	10	50	
	<b>Total</b>			<b>12</b>		<b>12</b>		<b>160</b>		<b>40</b>	<b>200</b>

**Skill Component Courses (18 Credits)**

	Course Code	Course Title	Hours Per Week		Credits	Semester End Exam		Continuous Internal Evaluation		Total	
			Theory	Practical		Duration	Marks	Duration	Marks		
<b>2<sup>nd</sup> Year – 3<sup>rd</sup> Semester Skill Component</b>	BVRM306	Retail branding and strategy	4	-	4	3 hrs	80	½ hr	20	100	
	BVRM307	E-Commerce	2	2	4	3 hrs	80	½ hr	20	100	
	BVRM308	Retail Advertising And Sales Promotion	4	-	4	3 hrs	80	½ hr	20	100	
	BVRM309	Computerized Accounting in Tally	4	2	6	3 hrs	60	½ hrs	40	50	
	<b>Total</b>			<b>14</b>	<b>04</b>	<b>18</b>		<b>300</b>		<b>100</b>	<b>400</b>
		General Component		12	00	12		160		40	200
		Skill component		14	04	18		300		100	400
<b>Grand Total</b>			<b>26</b>	<b>04</b>	<b>30</b>		<b>460</b>		<b>140</b>	<b>600</b>	

# KAKATIYA UNIVERSITY, WARANGAL

## SECOND YEAR (SEMESTER -IV)

### General Component Courses (12 Credits)

	Course Code	Course Title	Hours Per Week		Credits	Semester End Exam		Continuous Internal Evaluation		Total
			Theory	Practical		Duration	Marks	Duration	Marks	
2 <sup>nd</sup> Year – 4 <sup>th</sup> Semester General Component	BVRM401	Telugu/Hindi	3	-	3	2 hrs	40	½ hr	10	50
	BVRM402	English	3	-	3	2 hrs	40	½ hr	10	50
	BVRM403	Corporate Accounting	3	-	3	2 hrs	40	½ hr	10	50
	BVRM404	Business Communication	3	-	3	2 hrs	40	½ hr	10	50
	<b>Total</b>			<b>12</b>		<b>12</b>		<b>160</b>		<b>40</b>

### Skill Component Courses (18 Credits)

	Course Code	Course Title	Hours Per Week		Credits	Semester End Exam		Continuous Internal Evaluation		Total	
			Theory	Practical		Duration	Marks	Duration	Marks		
2 <sup>nd</sup> Year – 4 <sup>th</sup> Semester Skill Component	BVRM406	Sales & Distribution Management	4	-	4	3 hrs	80	½ hr	20	100	
	BVRM407	Accounting for Retail and Logistics Management	4	-	4	3 hrs	80	½ hr	20	100	
	BVRM408	Introduction to Retail Sales	4	-	4	3 hrs	80	½ hr	20	100	
	BVRM409	Web Designing <b>Practical Training and Viva - voce</b>		12	6	Project & Viva-Voce				100	
	<b>Total</b>			<b>12</b>	<b>12</b>	<b>18</b>		<b>300</b>		<b>100</b>	<b>400</b>
		General Component		12	00	12		160		40	200
		Skill component		12	12	18		300		100	400
	<b>Grand Total</b>			<b>24</b>	<b>12</b>	<b>30</b>		<b>460</b>		<b>140</b>	<b>600</b>

# KAKATIYA UNIVERSITY, WARANGAL

B.Voc. (Retail Marketing)  
THIRD YEAR (SEMESTER -V)

## General Component Courses (12 Credits)

	Course Code	Course Title	Hours Per Week		Credits	Semester End Exam		Continuous Internal Evaluation		Total
			Theory	Practical		Duration	Marks	Duration	Marks	
3 <sup>rd</sup> Year – 5 <sup>th</sup> Semester General Component	BVRM501	Retail Operations Management	3	-	3	2 hrs	40	½ hr	10	50
	BVRM502	Search Engine Optimization and Online Advertising	3	2	3	2 hrs	40	½ hr	10	50
	BVRM503	Social Media Marketing	2	2	3	2 hrs	40	½ hr	10	50
	BVRM504	Consumer Behaviour In Retailing	3	-	3	2 hrs	40	½ hr	10	50
	<b>Total</b>			<b>12</b>				<b>160</b>		<b>40</b>

## Skill Component Courses (18 Credits)

	Course Code	Course Title	Hours Per Week		Credits	Semester End Exam		Continuous Internal Evaluation		Total
			Theory	Practical		Duration	Marks	Duration	Marks	
3 <sup>rd</sup> Year – 5 <sup>th</sup> Semester Skill Component	BVRM506	Retail Shopper Behaviour	4		4	3 hrs	80	½ hr	20	100
	BVRM507	Retail planning and legal framework	4		4	3 hrs	80	½ hr	20	100
	BVRM508	Rural Retailing	4		4	3 hrs	80	½ hr	20	100
	BVRM509	Workshop On Retail Selling Skills Practical Training and Viva - voce	-	12	6	3 hrs	80	½ hrs	20	100
	<b>Total</b>						<b>300</b>		<b>100</b>	<b>400</b>
		General Component	12	04	12		160		40	200
		Skill component	12	12	18		300		100	400
<b>Grand Total</b>			<b>18</b>	<b>20</b>	<b>30</b>		<b>460</b>		<b>140</b>	<b>600</b>

# KAKATIYA UNIVERSITY, WARANGAL

## THIRD YEAR (SEMESTER -VI)

### General Component Courses (12 Credits)

	Course Code	Course Title	Hours Per Week		Credits	Semester End Exam		Continuous Internal Evaluation		Total
			Theory	Practical		Duration	Marks	Duration	Marks	
3 <sup>rd</sup> Year – 6 <sup>th</sup> Semester General Component	BVRM601	Retail Environment	3	-	3	2 hrs	40	½ hr	10	50
	BVRM602	Elements of Salesmanship	3	-	3	2 hrs	40	½ hr	10	50
	BVRM603	Business Ethics	3		3	2 hrs	40	½ hr	10	50
	BVRM604	Supply Chain Management	3		3	2 hrs	40	½ hr	10	50
	<b>Total</b>			<b>12</b>		<b>12</b>		<b>160</b>		<b>40</b>

### Skill Component Courses ( 18 Credits )

	Course Code	Course Title	Hours Per Week		Credits	Semester End Exam		Continuous Internal Evaluation		Total	
			Theory	Practical		Duration	Marks	Duration	Marks		
3 <sup>rd</sup> Year – 6 <sup>th</sup> Semester Skill Component	BVRM606	Merchandise Management	4		4	3 hrs	80	½ hr	20	100	
	BVRM607	Retail Targets And Locations	4		4	3 hrs	80	½ hr	20	100	
	BVRM608	International Retailing	4		4	3 hrs	40	½ hr	10	100	
	BVRM609	Final project Viva-voce		12	6	Project & Viva-Voce				100	
	<b>Total</b>			<b>12</b>	<b>20</b>	<b>18</b>		<b>300</b>		<b>100</b>	<b>400</b>
		General Component		<b>12</b>	<b>00</b>	<b>12</b>		<b>160</b>		<b>40</b>	<b>200</b>
		Skill component		<b>08</b>	<b>20</b>	<b>18</b>		<b>300</b>		<b>100</b>	<b>400</b>
<b>Grand Total</b>			<b>18</b>	<b>20</b>	<b>30</b>		<b>460</b>		<b>140</b>	<b>600</b>	



## **B.Voc (Retail Marketing) I Yr First Semester**

### **Financial Accounting-I**

**Hours per Week: 3**

**Credits: 3**

**Marks: 50 (External: 40, Internal: 10)**

**UNIT-I: INTRODUCTION TO ACCOUNTING:** Financial Accounting: Introduction – Definition – Evolution – Functions-Advantages and Limitations –Users of Accounting Information- Branches of Accounting – Accounting Principles: Concepts and Conventions-Accounting Standards– Meaning – Importance – List of Accounting Standards issued by ASB – Accounting System- Types of Accounts – Accounting Cycle- Journal- Ledger and Trial Balance. (Including problems)

**UNIT-II SUBSIDIARY BOOKS:** Meaning –Types - Purchases Book - Purchases Returns Book - Sales Book - - Sales Returns Book - Bills Receivable Book - Bills Payable Book – Cash Book - Single Column, Two Column, Three Column and Petty Cash Book - Bills of Exchange - Journal Proper.(Including problems)

**UNIT-III: BANK RECONCILIATION STATEMENT:** A) Meaning – Need - Reasons for differences between cash book and pass book balances – Favourable and over draft balances – Ascertainment of correct cash book balance (Amended Cash Book) - Preparation of Bank Reconciliation Statement. (Including problems)

#### **Suggested Readings;**

1. Accountancy-I: Haneef and Mukherjee, Tata McGraw Hill Company.
2. Principles & Practice of Accounting: R.L.Gupta&V.K.Gupta, Sultan Chand.
3. Accountancy-I: S.P. Jain & K.L Narang, Kalyani Publishers.
4. Accountancy–I: Tulasian, Tata McGraw Hill Co.
5. Introduction to Accountancy: T.S.Grewal, S.Chand and Co.

## **B.Voc (Retail Marketing) I Yr First Semester**

### **Business Organization**

Hours Per Week: 3

Credits: 3

Marks: 50 (External: 40, Internal: 10)

**UNIT – I INTRODUCTION:** Meaning and definitions of Business, Trade, Commerce and Industry – types of Trade and Industry – Difference between Trade, commerce and industry - objectives and functions of business – Social Responsibility of Business - stages in starting a business enterprise.

**UNIT – II FORMS OF BUSINESS ORGANIZATIONS:** Selecting a suitable form of business organization – classification of business enterprises. Sole Proprietary ship – characteristics – merits and demerits - Hindu Undivided Family – characteristics – advantages and disadvantages. Partnership Firm – Characteristics – Partnership Deed, meaning and contents - Registration of Partnership Firm – Kinds of Partners – Rights , Duties and Responsibilities of Partners – Advantages and Disadvantages – Limited Liability Partnership – Dissolution of Partnership. Difference between Sole Proprietary ship and Hindu Undivided Family - Difference between Sole Proprietary ship and Partnership – Difference between Hindu Undivided Family and Partnership .Co-operatives Societies – Characteristics – kinds of co-operative societies - Advantages and Limitations – Registration – Election of Directors and Management - Difference between Partnership and Co-operative societies.

**UNIT – III JOINT STOCK COMPANY:** Meaning of Joint Stock Company - Definition – Characteristics – Advantages and Disadvantages – Kinds of Companies – Promotion of a company – Stages in Promotion – Promoter – meaning and Characteristics - Registration of a Company – Steps in Registration – Documents Required for Registration – Memorandum of Association – clauses – Articles of Association – contents – Prospectus – contents - Statement in lieu of Prospectus.

#### **Reference Books:**

1. Business Organization & Management : Sharma Shashi K. Gupta , Kalyani Publishers
2. Business Organization & Management : R.N. Gupta, S. Chand
3. Modern Business Organization : S.A. Sherlekar, Himalaya Publishing House.

## **B.Voc (Retail Marketing) I Yr First Semester**

### **Fundamental of Marketing Management**

Hours Per Week: 4

Credits: 4

Marks: 100 (External: 80, Internal: 20 )

**UNIT - I : INTRODUCTION OF MARKETING :** Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

**UNIT - II: MARKET SEGMENTATION:** Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

**UNIT - III: NEW PRODUCT DEVELOPMENT:** Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

**UNIT - IV : PRODUCT & PRICING DECISIONS :** Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

#### **SUGGESTED BOOKS:**

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, “Principles of Marketing”, 2018, 18th Ed, Pearson Education Prentice Hall of Indi..
2. Paul Baines, Chris Fill, Kelly page, “Marketing Management”, 2018, 15 Ed., Oxford University Press.
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
4. Dr. Sreeramulu, “Basics of Marketing, (2019), HPH
5. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian, 2019 Sage Publishing
6. Context, Macmillan Publishers India Limited.4. Rajan Saxena, “Marketing Management”, 2009, 4th Ed. Tata McGraw H
7. Roger J. best , “Market – Based Management”, 2009, 1st Ed. PHI Learning Pvt. Ltd.

## **B.Voc (Retail Marketing) I Yr First Semester**

### **Basics of Retailing**

**Hours Per Week: 4**

**Credits: 4**

**Marks: 100 (External: 80, Internal: 20 )**

**Unit — I:** Introduction — Meaning, nature, scope, importance, growth and present size. Career options in retailing, Technology induction in retailing, future of retailing in India

**Unit — II:** Types of retailing: stores classified by owners, stores classified by merchandising categories. Retailing formats, cash and carry business; Retailing models- franchiser franchisee, directly owned; wheel of retailing and retailing life cycle; cooperation and conflict with other retailers.

**Unit –III:** Retail planning- importance and process; developing retailing strategies: objectives, action plans, pricing strategies and location strategies, visual merchandising and displays

**Unit — IV:** Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Handling Objections, Closing, Confirmations & Invitations. Retail Audits, Online Retailing, changing role of retailing in globalised world

#### **SUGGESTED READINGS:**

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

## **B.Voc (Retail Marketing) I Yr First Semester**

### **Human Resource for Retail Business**

**Hours Per Week: 4**

**Credits: 4**

**Marks: 100 (External: 80, Internal: 20 )**

**Unit I:** An Introduction to Human Resource Management Definition, Importance Objectives, Scope & functions of Human Resource Management, Qualification and Qualities of Human Resource Manager in our Organization,

**Unit II:** Recruitment Selection and Training: Recruitment: Meaning, Steps in Recruitment Policy, Sources and Modes of Recruitment, Factors Affecting Recruitment; Selection: Meaning, Essentials of Selection Procedure, Training: Need, Importance, Methods of Training:

**Unit III:** Wage and Wage Incentives: Wages: Methods of Wage Programme: Time Wages and Piece Wages Methods, Concept of Wages: Fair, Minimum and Living Wage, Factors Determining Wage Structure of an Organization.

**Unit IV:** Industrial Relation : concept, Importance, objective of Industrial relations, contents and participants of Industrial relations, Essentials of good Industrial Relations Programme, Participative Management.

#### **SUGGESTED READINGS:**

1. Human Resource Management: Concepts and Issues, by T.N. Chhabra, Dhanpat Rai & Co. New Delhi.
2. Human Resource Management by R. Wayne Mondy, Pearson Publications, Delhi.
3. Human Resource Management by C.B. Gupta.

## **B.Voc (Retail Marketing) I Yr First Semester**

### **INFORMATION TECHNOLOGY**

**Hours per Week: 6 (T4+P2)**

**Credits: 6    Marks: 100 (External: 60, Viva-40)**

**UNIT-I: INTRODUCTION:** Introduction to computers - Generations of computers – An overview of computer system - Types of computers - Input & Output Devices. Hardware: Basic components of a computer system - Control unit – ALU - Input/output functions - Memory – RAM – ROM – EPROM - PROM and Other types of memory.

**UNIT-II: OPERATING SYSTEM (OS):** Meaning - Definition & Functions - Types of OS - Booting process - DOS – Commands (internal & external) - Wild card characters – Virus & Hackers – Cryptography & cryptology. Windows: Using the Start Menu –Control Panel – Using multiple windows – Customizing the Desktop – Windows accessories (Preferably latest version of windows or Linux Ubuntu).

**UNIT-III: WORD PROCESSING:** Application of word processing - Menus & Tool Bars - Word processor – Creating – Entering - Saving & printing the document - Editing & Formatting Text - Mail Merge and Macros (Preferably latest version of MS Word or Libre Office Writer).

**UNIT-IV: SPREAD SHEET:** Application of work sheet/spread sheet – Menus & Tool bars - Creating a worksheet - Entering and editing of numbers - Cell reference - Worksheet to analyze data with graphs & Charts. Advanced tools: Functions – Formulae – Formatting numbers - Macros – Sorting - Filtering - Validation & Consolidation of Data (Preferably latest version of MS Excel or Libre Office Calc).

**UNIT-V: POWER POINT PRESENTATION:** Application of Power Point Presentation – Menus & Tool bars – Creating presentations – Adding - Editing and deleting slides - Templates and manually – Slide show – Saving - Opening and closing a Presentation – Types of slides - Slide Views - Formatting – Insertion of Objects and Charts in slides - Custom Animation and Transition (Preferably latest version of MS Power Point presentation - Libre Office Impress). Internet & Browsing: Services available on internet – WWW – ISP – Browsers. Multimedia: Application of multimedia – Images – Graphics - Audio and Video – IT security.

#### **SUGGESTED READINGS:**

1. Introduction to Computers: Peter Norton, McGraw Hill.
2. Fundamentals of Information Technology: Dr. NVN Chary, Kalyani Publishers.
3. Computer Fundamental: Anitha Goel, Pearson.
4. Information Technology Applications for Business: Dr. S. Sudalaimuthu, Himalaya
5. Introduction to Information Technology: ITL ESL,

## **B.Voc (Retail Marketing) I Yr Second Semester**

### **FINANCIAL ACCOUNTING-II**

**Hours per Week: 3**

**Credits: 3**

**Marks: 50 (External: 40 , Internal: 10)**

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**Unit-I:** Non-Profit Organizations: Non- Profit Organization - Meaning - Features - Receipts and Payments Account - Income and Expenditure Account - Balance Sheet (Including problems.)

**UNIT-II: Depreciation (AS-6):** Meaning – Causes – Difference between Depreciation, Amortization and Depletion - Objectives of providing for depreciation – Factors affecting depreciation – Accounting Treatment – Methods of depreciation: Straight Line Method - Diminishing Balance Method (Including problems) Rectification of Errors: Errors and their Rectification: Types of Errors - Suspense Account – Effect of Errors on Profit. (Including problems)

**UNIT-III: Final Accounts of Sole Trader:** Meaning -Uses -Preparation of Manufacturing, Trading and Profit & Loss Account and Balance Sheet – Adjustments – Closing Entries.(Including problems)

#### **Suggested Readings;**

1. Accountancy-I: Haneef and Mukherjee, Tata McGraw Hill Company.
2. Principles & Practice of Accounting: R.L.Gupta&V.K.Gupta, Sultan Chand.
3. Accountancy-I: S.P. Jain & K.L Narang, Kalyani Publishers.
4. Accountancy–I: Tulasian, Tata McGraw Hill Co.
5. Introduction to Accountancy: T.S.Grewal, S.Chand and Co.

## **B.Voc (Retail Marketing) I Yr Second Semester**

### **MARKETING OF SERVICES**

**Hours per Week: 3**

**Credits: 3**

**Marks: 50 (External: 40 , Internal: 10)**

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**UNIT-I:** Introduction Concept of Service, Special characteristics of services, Classification of services, Service as a process; Reasons for growth of service sector, Marketing Challenges in service business; Service Marketing Environment, 7 P's of Marketing, Modern Trends in Service Marketing.

**UNIT-II** Service Quality and Customer Focus Determinants of Service Quality with Core Features; Customer expectation and perception of services quality, Quality Models- The Integrated Gaps Model of Service quality. Service consumer behaviour; Factors Influencing Customer Satisfaction.

**UNIT-III** Service Planning and Management Service Planning- Key components in the design of service offering; Service Encounter; Service Vision and Service Strategy; Service Delivery; Service Blueprint; Branding and Packaging of Services; Pricing of Services.

#### **Suggested Readings:**

1. Love Lock,(2014), Marketing of Services, Pearson Education, New Delhi.
2. Rao. K Ram Mohan (2010), Service Marketing; Pearson Education,New Delhi.
3. Zeithaml, V.A and Biter, M J (2010), Service Marketing; TMH, New Delhi.
4. Chowdhary. Nimit& Monika (2014), Text Book of Marketing of Services: The Indian Experience; McMillan , New Delhi.
5. Nargundkar. Rajendra (2013), Service Marketing; TMH
6. Bhattacharjee, (2011), Service Marketing; Excel Books



## **B.Voc (Retail Marketing) I Yr Second Semester**

### **MANAGEMENT OF RETAIL BUSINESS**

**Hours per Week: 4**

**Credits: 4**

**Marks: 100 (External: 80, Internal: 20)**

**Unit I:** Management of retailing operations, Retailing Management Functions, strategic retail management process and total performance model, Retail Communication Mix, Promotional Strategy, Retail Human Resources Management, Customer Service, The GAPs Model and Customer Relationship Management.

**Unit II:** Information gathering in retailing: retail strategic planning and operation management, retail financial strategy, target market selection and retail location, store design and layout, visual merchandising and Displays

**Unit III:** Logistics Framework: Concept, Objectives, Scope, Transportation, Warehousing, Inventory Management, Packaging and utilization, Communication and Control

**Unit IV:** Role of Information technology in Logistics, role of ecommerce in retailing, global retailing, legal and ethical issues in retailing, mall introduction and mall management.

#### **SUGGESTED READINGS:**

1. Levy IM. And Weitz B.A (2004), Retailing Management, 5th ed., Tata McGraw Hill.
2. Berman B. Evans J. R. (2004), Retail Management, 9th Edition, Pearson Education.
3. Bajaj C; Tuli R., Srivanstava N.V. (2005), Retail Management, Oxford University Press, Delhi.
4. Dunne P.M, Lusch R.F. and David A. (2002), Retailing, 4th ed., South-Western, Thomson Learning Inc.

Note: Latest and additional good books may be suggested and added from time to time.

## **B.Voc (Retail Marketing) I Yr Second Semester**

### **CUSTOMER RELATIONSHIP MANAGEMENT**

**Hours per Week: 4**

**Credits: 4**

**Marks: 100 (External: 80, Internal: 20)**

**Unit I Customer Relationship Management:** Meaning, Definition and Scope, Attracting and Retaining Customers. Building Loyalty, Types of Relationship Marketing, Customer Lifecycle.

**Unit II CRM:** Overview and Evolution of the Concept, CRM and Relationship Marketing, CRM Strategy, Importance of Customer Divisibility in CRM, Customer Mental Process, Customer Satisfaction Index.

**Unit III Building Customer Value:** Satisfaction and Loyalty, Total Customer Satisfaction, Cultivating Customer Relationship, Sales Force Automation, Contact Management, CRM in India.

**Unit IV Value Chain:** Concept, Integration Business Management, Benchmarks and Metrics, Culture Change, Alignment with Customer Eco System, Vendor Selection.

#### **SUGGESTED READINGS:**

Relationship Marketing: S. Shajahan - Tata Mc Graw Hill,

CRM Paul Green Berg(1997) - Tata Mc Graw Hill,

Marketing Management: Philip Kotler (2002), Prentice Hall, 2013

Retail Management — A Strategic Approach- Barry Berman and Joel R Evans -Prentice Hall of India, Tenth Edition, 2006

Note: Latest and additional good books may be suggested and added from time to time

## **B.Voc (Retail Marketing) I Yr Second Semester**

### **RETAIL MARKETING RESEARCH**

**Hours per Week: 4**

**Credits: 4**

**Marks: 100 (External: 80, Internal: 20)**

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, 2007.
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, Millian J. & Paul K. Hatl, Methods in Research, McGraw Hill, New Delhi.
6. <https://www.decisionanalyst.com/industry/retailing/>

## **B.Voc (Retail Marketing) I Yr Second Semester**

### **STORE & WAREHOUSE OPERATIONS**

**Credits: 6**

**Marks: 100**

#### **LAB WORK ON STORE OPERATION**

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

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

CO3: Learn how to design a store layout.

CO4: Describe the activities involved in general store maintenance.

CO5: Explain strategies to reduce inventory shrinkage.

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

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

Store visits have to be organized for the students to make them familiar with day to day operations of a store. Note: 80 marks will be for (practical, theory) to be conducted by Internal and External Examiner. Students are required to prepare practical file

#### **SUGGESTED READINGS:**

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