

BVRM -101: ENGLISH

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To make the students conversant and fluent in English

UNIT I

Tenses, Auxiliaries, Subject-Verb Concord, Voices, Narration, Conjunction, Preposition, Articles.

UNIT II

Synonyms/Antonyms, Homophones, Prefix, Suffix, One Word Substitution.

UNIT III

Idioms & Phrases, Common Errors, Translation (Hindi to English), Curriculum Vitae.

UNIT IV

Précis writing, Comprehension, Paragraph Writing, Dialogues Writing.

SUGGESTED READINGS:

1. Communication Skills in English by D.G. Saxena & Kuntal Tamang
2. *Word Power Made Easy* by Norman Lewis
3. Remedial English *Grammar* by *Frederick T. Wood*
4. Intermediate Grammar Usage & Composition by Tickoo M.L.

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

BVRM -102: BUSINESS MATHEMATICS

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To make the students learn the basic mathematics used for the business purposes

Unit I

Profit and Loss: Cost Price, Selling Price, 8 Marked Price, Loss, Trade Discount and Cash Discount, Commission, Brokerage, Problems on these topics

Unit II

Interest: Concept of Present Value, Simple Interest, Compound Interest, Amount at the End of Period, Equated Monthly Instalment (EMI) by Reducing and Flat Interest System, Problems.

Unit III

Shares: Concept of Share, Stock Exchange, 4 Face Value, Market Value, Dividend, Equity Shares, Preference Shares, Bonus Shares, Examples.

Unit IV

Linear Programming Problems: Graph of 10 linear Equation, Graph of linear Inequality, Formulation of LPP, Solution by Graphical Method, Problems relating to Two Variables

SUGGESTED READINGS:

1. Business Mathematics - V. K. Kapoor (S. Chand and Sons, Delhi)
2. Business Mathematics - Bari
3. Problems in Operation Research - P. K. Gupta and Man Mohan
4. Qualitative Methods and Operation Research - G. Gopikuttan (Himalaya Publishing House)

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

BVRM -103: BUSINESS ORGANISATION

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: This paper will impart conceptual knowledge of different forms of Business Organisations

Unit I

Basic Concepts: Business Organization and its Scope – Business, Profession, Industry, Trade, Types of Trade and Aids to Trade, Types of Industries

Forms of Business Organizations: Sole Trader – Characteristics, Merits and Demerits of Sole Trader, Joint Hindu Family: Karta, Merits and Demerits.

Unit II

Partnership: Characteristics, Merits and Demerits, Partnership Deed, Types of Partners, Rights and Duties of Partners.

Joint Stock Company: Characteristics, Merits and Demerits, Kinds of Companies, Promoters

Unit III

Incorporation of Joint Stock Company: Procedure and Incorporation of Joint Stock Company, Memorandum of Association, Articles of Association, Prospectus.

Co-Operative Societies: Characteristics, Types of Co-Operative Societies, Merits and Demerits

Banking and Insurance Services: Definition of Bank and Insurance, Different Types of Banks, Functions of Commercial Banks, Advantages of Insurance, Principles of Insurance, Types of Insurance

Unit-IV

Transport, Warehousing & Advertisement: Advantages of Transport, Types of Transport, Importance of Warehousing, Types of Warehousing, Need and Importance of Advertisement, Print Media, Outdoor Media.

SUGGESTED READINGS:

1. L.M. Prasad: Organisational Behaviour
2. Koontz & O'Donnel: Principles of Management

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

BVRM -104: RETAIL MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.

Unit I

Definition, Importance and Scope of Retailing, Evolution of Retail Competition, The Wheel of Retailing, The Accordion, The Retail Life Cycle, Emerging Trends in Retailing, Retail Scenario in India, Retail Formats.

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

Merchandise Planning, Buying and Handling, Merchandise Pricing, Retail Communication Mix, Promotional Strategy, Retail Human Resources Management, Customer Service, The GAPs Model, Customer Relationship Management.

Unit IV

Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial , Close Handling Objections, Closing, Confirmations & Invitations. Retail Management Information Systems, Retail Audits, Online Retailing, Global Retailing, Legal and Ethical Issues in Retailing.

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.

BVRM -105: ENVIRONMENTAL STUDIES

External Marks: 80

Internal Marks: 20

Time: 3 Hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: This paper is aimed at providing a comprehensive knowledge of mechanism of Ecological System

UNIT I

Environmental Studies: Nature, Scope and Importance, Need for Public Awareness, Natural Resources, Renewable and Non-Renewable Resources, Use and Over-Exploitation/Over-Utilization of Various Resources and Consequences, Role of an Individual in Conservation of Natural Resources, Equitable use of Resources for Sustainable Lifestyles.

UNIT II

Ecosystems: Concept, Structure and Function of an Ecosystem, Energy Flow in the Ecosystem, Ecological Succession, Food Chains, Food Webs and Ecological Pyramids, Types of Ecosystem : Forest Ecosystem, Grassland Ecosystem, Desert Ecosystem, Aquatic Ecosystems. Environmental Pollution: Definition, Causes, Effects and Control Measures of Different Types of Pollutions, Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Nuclear Hazards, Solid Waste Management: Causes, Effects and Control Measures of Urban and Industrial Wastes, Role of an Individual in Prevention of Pollution

UNIT III

Social Issues and the Environment: Sustainable Development, Urban Problems Related to Energy, Water Conservation, Rain Water Harvesting, Watershed Management, Resettlement and Rehabilitation of People, Its Problems and Concerns, Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents and Holocaust, Wasteland Reclamation, Consumerism and Waste Products.

UNIT IV

Environmental legislation: Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.

SUGGESTED READINGS:

1. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
2. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
3. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi
4. Ubaroi, N.K., Environment Management, Excel Books, New Delhi

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

BVRM -106: COMPUTER PRACTICALS-I (MS Office)

Max. Marks: 100

PRACTICAL

I - MS WORD

1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text Boxes and Clip Arts.
3. Design an Invoice and Account Sales by using Drawing Tool Bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Class Time Table and perform the following operations: Inserting the Table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
6. Prepare Bio-Data by using Wizard/ Templates.

II - MS POWERPOINT

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out - The presentation should work in custom mode.
4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.
5. Design presentation slides for the Seminar/Lecture Presentation using animation Effects and perform the following operations: Creation of different slides, changing background color, font color using word art.

BVRM -107: COMPUTER APPLICATION IN RETAIL BUSINESS

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To enhance the knowledge about the usage of the MIS in retail business

Unit I

Introduction: Managing in Information Age, Evolution of IT Management, Types of Information Systems, Internet Based Business Systems, Value Chain Reconstruction for E-Business, IT Management Challenges and Issues, Critical Success Factors for IT Managers.

Unit II

Hardware Software and Communication: Computing Hierarchy, Input – Output, Technologies, Hardware Issues, System Architecture, Operating Systems, Network Operating Systems, Grid Computing, Mobile Computing, Ubiquitous Computing, Application Programming, Managing Application Development, Data Resources, Managing Data Resources, Problem of Change and Recovery.

Unit III

IT Applications: Enterprise Resource Planning, Enterprise System, Expert System, Decision Support System, Neural Networks, Executive Information System, Customer Relationship Management System, Supply Chain Management Systems, Knowledge Management, Data Warehousing, Data Mining, Virtual Reality, E-Business and Alternatives, E-Business Expectations and Customer Satisfaction.

Unit IV

Retail Information Systems: Approaches to EPOS, Auto Identification, Data Capture and Product Marking, Payments System at POS, Smart Cards, EPOS Products and Supplier, Managing Retail through Technology, Approaches to EPOS.

SUGGESTED READINGS:

1. Garroll W. Frenzel Johne. Frenzel, Management of Information Technology, Thomson Course Technology, Boston, 2004.
2. Henry C. Lucas. Jr, Information Technology – Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2005.
3. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.
4. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi 5 Barry Merman, Joel R. Evans, Retail Management, Pearson Education.

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

BVRM -108: FINANCIAL ACCOUNTING

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: This paper is aimed at providing comprehensive knowledge of maintenance of accounts under different agreements.

UNIT I

Meaning and Scope of Accounting: Nature of Financial Accounting Principles, Basis of Accounting, Accounting Process, from Recording of Business Transaction to Preparation of Trial Balance.

UNIT II

Depreciation Accounting: Preparation of Final Accounts (Non-Corporate Entities) Along with Major Adjustments.

UNIT III

Preparation and Presentation of Financial Accounts of Joint Stock Companies as per Company Law Requirements, Determinations of Managerial Remuneration.

UNIT IV

Hire Purchase, Lease and Installment Purchase System Accounting: Branch Accounting

SUGGESTED READINGS:

1. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
3. Monga, J.R., Financial Accounting, Margin Paper Bank, New Delhi
4. Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications

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

BVRM -109: BUSINESS STATISTICS

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To impart extensive knowledge about statistical concepts and their applications.

UNIT I

Statistics: Meaning, Evolution, Scope, Limitations and Applications, Data Classification, Tabulation and Presentation, Meaning, Objectives and Types of Classification, Formation of Frequency Distribution, Role of Tabulation, Parts, Types and Construction of Tables, Significance, Types and Construction of Diagrams and Graphs

UNIT II

Measures of Central Tendency and Dispersion: Meaning and Objectives of Measures of Central Tendency, Different Measure viz. Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean, Characteristics, Applications and Limitations of these Measures, Measure of Variation viz. Range, Quartile Deviation Mean Deviation and Standard Deviation, Co-Efficient of Variation and Skewness.

UNIT III

Correlation and Regression: Meaning of Correlation, Types of Correlation: Positive and Negative Correlation, Simple, Partial and Multiple Correlation, Methods of Studying Correlation, Scatter Diagram, Graphic and Direct Method, Properties of Correlation Co-Efficient, Rank Correlation, Coefficient of Determination, Lines of Regression, Co-Efficient of Regression, Standard Error of Estimate.

UNIT IV

Index Numbers and Time Series: Index Number and Their uses in Business, Construction of Simple and Weighed Price, Quantity and Value Index Numbers, Test for an Ideal Index Number, Components of Time Series viz. Secular Trend, Cyclical, Seasonal and Irregular Variations, Methods of Estimating Secular Trend and Seasonal Indices, use of Time Series in Business Forecasting and its Limitations, Calculating Growth Rate in Time Series

SUGGESTED READINGS:

1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Gupta, C.B., An Introduction to Statistical Methods
3. Gupta, B.N., An Introduction to Modern Statistics
4. Sancheti, S.C. & V.K. Kapoor, Statistical Methods
5. Ellhans, D.N., Fundamentals of Statistics
6. Gupta, S.P., Statistical Methods
7. Sharma, J.K., Business Statistics, Pearson Education, New Delhi

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

BVRM -110: Retail Logistics Management

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: The objective of the course is to provide a comprehensive analysis of the principles and practices of international Distribution and logistics.

Unit 1

Logistics Framework: Concept, Objective and Scope, Transportation, Warehousing, Inventory Management, Packing and Unitization, Control and Communication.

Unit II

Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics.

Unit III

Retail Logistics Network Design for Global Operations: Global Logistics Network Configuration, Orienting International Facilities, Considerations and Framework, Trade-offs Associated with each Approach, Mapping the Different Approaches, Capacity Expansion Issues, Information Management for Global Logistics, The Global LIS/LITS, Capabilities and Limitations, Characteristics of Logistics Information and Telecommunications Systems.

Unit IV

Performance Measurement and Evaluation in Global Logistics: Operations and Logistics Control, Key Activities Performance Information, Measuring Performance in Functional Integration, Measuring Performance in Sectorial Integration. Organizational Structure for Global Logistics excellence, The Organizational Implications of Sectorial Logistics Co-Operation, The International Factor in Global Organizations.

SUGGESTED READINGS:

1. Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2. Simchi-Levi, David, Kaminsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill.

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

BVRM -111: FUNDAMENTALS OF CUSTOMER SERVICE

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To help students understand the critical need for service orientation in the current business scenario.

Unit I

Focus on Customers: Understanding the Customers, Understanding Customer Service, Service Triangle, Benefits of Exceptional Customer Service, Customer Delight, First Impressions, Perception vs. Reality.

Unit II

Scanning Environmental and Cultural Influences: Environmental and Cultural Influences on Customer Behaviour.

Unit III

Building Customer Relationship: Why do People do Business with you, Ways to Address Human Needs, Building Relationships Through Valuing the Customer, Building Rapport, Emotional Bank Account, the Value Equation.

Unit IV

Empathy and Ownership: What is Empathy, Empathy vs. Sympathy, how to Empathies, Benefits of Empathy, the Pitfalls, What is Ownership, How does one convey ownership, Problem Solving, Customer Interaction Cycle. Communication Styles: Three Main Styles. (Aggressive, Passive and Assertive), Disagreement Process, Selective Agreement, Benefits of Assertive Communication, Suggested Instructional Methodology- Case Studies on Importance of Understanding the Customers and Meeting their Demands.

SUGGESTED READINGS:

1. Peeru Mohammed: Customer Relationship Management
2. Grover S K: Marketing: A Strategic Orientation
3. P. Kotler: Marketing Management
4. R. Saxena: Marketing Management
5. Stanton: Marketing Management

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

BVRM -112: STORE OPERATIONS-I

Max. Marks: 100

PRACTICAL TRAINING

This module explains the different operating processes and their significance in running retail operations smoothly. It also helps develop necessary skills for planning, monitoring and controlling merchandise in a retail store.

Area of Study

- Managing Retail Operations
- What are Store Operations
- Productivity & Operating Efficiency
- Most Common Mistakes of Retailers
- Controls Essential for successful operations
- Measuring Performance
- Stock Turn
- Franchising
- Store Appearance & House Keeping
- Functions of a Store Manager
- Promotion, Planning and Execution Retail Operations

Suggested Instructional Methodology

Store visits have to be organized to get them acquainted with day to day operations of a store

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

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

BVRM -201: BUSINESS COMMUNICATION

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: After the Successful Completion of the Course the student must be able to Communicate Clearly in the day-to-day Business World

Unit I

Business Communication: Meaning, Importance of Effective Business Communication, Modern Communication Methods, Role of Communication Skill in Business, Barriers of Communications & their Remediation.

Unit II

Communication Skills: Listening Skills, Cognitive Process of Listening, Barriers to Listening, Reading Skills, Speaking Skills, Public Speaking, Voice Modulation and Body Language.

Unit III

Trade Enquiries: Orders and their Execution, Credit and Status Enquiries, Employment letters, Writing Memo and Notice, Complaints and Adjustments, Collection Letters, Sales Letters, Circular Letters.

Unit IV

Business Reports: Purpose and Types, Framework of Business Report, Presentation of Report, Brouchers, Issuing Notice and Agenda of Meeting and Recording of Minutes of Meeting, Business Report Presentation.

SUGGESTED READINGS:

1. Rajendra Pal Korahill, "Essentials of Business Communication", Sultan Ch and & Sons, New Delhi, 2006.
2. Ramesh, MS, & C. C Pattanshetti, "Business Communication", R.Chand&Co, New Delhi, 2003.
3. Rodriquez M V, "Effective Business Communication Concept" Vikas Publishing Company, 2003.

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

BVRM -202: PRINCIPLES OF ACCOUNTING

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To enhance practical knowledge of the students about book keeping and accounting

Unit I

Fundamentals of Book-keeping: Accounting Concepts and Conventions, Journal, Ledger, Subsidiary Books, Trail Balance, Preparation of Bank Reconciliation Statement Errors and their Rectification.

Unit II

Apportionment of Capital and Revenue Expenditure: Significance and Methods of Inventory Valuation, Final Accounts of Sole Trader with adjustments

Unit III

Accounting for Consignment and Joint Venture

Unit IV

Financial Statement of Companies, Balance Sheet, Accounting Ratios

SUGGESTED READINGS:

1. Jain and Narang, Advanced Accounting, Kalyani Publishers
- 2 .R.L.Gupta and M.Radhaswamy, Advanced Accountancy, Sultan Chand.
3. P .C.Tulsian, Financial Accounting, Tata McGraw Hill Publications.
4. T.S.Grewal, S.C.Gupta, S.P.Jain – *Advanced Accountancy*- Sultanchand & sons
5. K.L.Narang, S.N.Maheswari - *Advanced Accountancy*-Kalyani publishers
6. D.K.Goel, Rajesh Goel & Shelly Goel- Analysis of Financial Statements- Arya Publications

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

BVRM -203: ADVERTISING AND SALES PROMOTION

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To make the students understand the importance of advertising and medias' role in advertising and sales promotion

Unit I

Introduction to Advertisement: Concept and Definition of Advertisement, Social, Economic and Legal Implications of Advertisements, Setting Advertisement Objectives, Advertisement Agencies, Selection and Remuneration, Advertisement Campaign.

Unit II

Advertisement Media: Media Plan, Type and Choice Criteria, Reach and Frequency of Advertisements, Cost of Advertisements Related to Sales, Media Strategy and Scheduling.

Unit III

Design and Execution of Advertisements: Message Development, Different Types of Advertisements, Layout, Design Appeal, Copy Structure, Advertisement Production, Print, Radio, T.V. and Web Advertisements, Media Research, Testing Validity and Reliability of Ads, Measuring Impact of Advertisements

Unit IV

Introduction to Sales Promotion: Scope and Role of Sale Promotion, Definition, Objective Sales Promotion Sales Promotion Techniques, Trade Oriented and Consumer Oriented. Identification, Designing of Sales Promotion Campaign, Involvement of Salesmen and Dealers, out Sourcing Sales Promotion National and International Promotion Strategies, Integrated Promotion, Online Sales Promotions.

SUGGESTED READINGS:

1. Kenneth Clow, Donald Baack, "Integrated Advertisements, Promotion and Marketing Communication", Prentice Hall of India, New Delhi, 2003.
2. S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998.
4. Julian Cummings, "Sales Promotion", Kogan Page, London 1998.
5. E.Betch and Michael, Advertising and Promotion, MC. Graw Hill.

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

BVRM -204: E-COMMERCE

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: This paper will make students understand the concepts and Application of E-Commerce

UNIT I

Introduction: Meaning, Nature, Concepts, Advantages and Reasons for Transacting Online, Categories of E-commerce, Planning Online Business, Nature and Dynamics of the Internet, Pure Online vs. Brick and Click Business, Assessing Requirement for an Online Business, Designing, Developing and Deploying the System, one to one Enterprise

UNIT II

Technology for Online Business: Internet, IT Infrastructure, Middleware Contents, Text and Integrating E-Business Applications, Mechanism of Making Payment Through Internet, Online Payment Mechanism, Electronic Payment Systems, Payment Gateways, Visitors to Website, Tools for Promoting Website, Plastic Money, Debit Card, Credit Card, Laws Relating to Online Transactions.

UNIT III

Applications in E-commerce: E-commerce Applications in Manufacturing, Wholesale, Retail and Service Sector

UNIT IV

Virtual Existence: Concepts, Working, Advantages and Pitfalls of Virtual Organizations, Workface, Work Zone and Workspace and Staff Less Organization, Designing on E-commerce Model for a Middle level Organization, the Conceptual Design, giving Description of its Transaction Handling, Infrastructure and Resources Required and System Flow Chart, Security in E-commerce, Digital Signatures, Network Security, Data Encryption Secret Keys, Data Encryption.

SUGGESTED READINGS:

1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, N. Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, N. Delhi.
4. Kalakota, Whinston , Frontiers of Electronic Commerce, Addison Wesley.

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

BVRM -205: ENTREPRENEURSHIP DEVELOPMENT

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To make the students to prepare business plans

Unit I

Entrepreneurship: Introduction to Entrepreneur, Entrepreneurship and Enterprise, Importance and Relevance of the Entrepreneur, Factors Influencing Entrepreneurship, Pros and Cons of being an Entrepreneur, Women Entrepreneurs, Problems and Promotion, Types of Entrepreneurs, Characteristics of a Successful Entrepreneur, Competency Requirement for Entrepreneurs, Awareness of Self Competency and its Development.

Unit II

Small Scale Industries: Small Scale Industries/ Tiny Industries/Ancillary Industries/ Cottage Industries, Definition, Meaning, Product Range, Capital Investment, Ownership Patterns, Importance and Role Played by SSI in the Development of the Indian Economy, Problems Faced by SSI's and the Steps Taken to Solve the Problems, Policies Governing SSI's.

Unit III

Preparing the Business Plan (BP): Typical BP format, Financial Aspects of the BP, Marketing Aspects of the BP, Human Resource Aspects of the BP, Technical Aspects of the BP, Social Aspects of the BP, Preparation of BP, and Common Pitfalls to be avoided in Preparation of a BP. An Overview of the Steps Involved in Starting a Business Venture, Location, Clearances and Permits Required, Formalities, Licensing and Registration Procedures, Assessment of the Market for the Proposed Project.

Unit IV

Implementation of the Project : Financial Assistance through SFC's , SIDBI, Commercial Banks, KSIDC, KSSIC, IFCI, Non Financial Assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC, Financial Incentives for SSI's , and Tax Concessions, Assistance for Obtaining Raw Material , Machinery, Land and Building and Technical Assistance, Industrial Estates, Role and Types

SUGGESTED READINGS:

1. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
2. Udai Pareek and T.V. Rao, Developing Entrepreneurship
3. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems
4. Srivastava, A Practical Guide to Industrial Entrepreneurs
5. Government of India, Report of the committee on Development of small and medium entrepreneurs, 1975

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

BVRM -206: COMPUTER PRACTICALS-II (Tally & Internet)

Max. Marks: 100

PRACTICAL

TALLY AND INTERNET

1. Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.
2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).
3. Prepare inventory statement using (Calculate inventory by using all methods)
a) FIFO b) LIFO c) Simple Average Method d) Weighted Average Method
4. Create an e-mail id and check the mail inbox.
5. Learn how to use search engines and visit yahoo com, rediff.com, hotmail.com and google.com
6. Visit your University and college websites and collect the relevant data

BVRM -207: BUSINESS ECONOMICS

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: The objective of this paper is to make the student understand how the business organizations work by applying economic principles in their Business Management.

Unit I

Business Economics: Meaning, Definitions, Nature and Scope, Role and Responsibilities of Business Economist, Demand Elasticity of Demand, Price, Income and Cross. Measurement and Importance in Business, Elasticity of Supply.

Unit II

Theory of Consumer Behavior, Utility Analysis and Indifference Curve Analysis, Price Effect, Income Effect and Substitution Effect, Derivation of Demand Curve, Engel Curve. Consumer Surplus, Application of Indifference Curve to Economic Problem, Demand Forecasting; Methods and Importance in Business.

Unit III

Theory of Cost, Type of Costs, Short and Long Run: Traditional View and Modern View. Production Function Short Run and Long Run, Law of variable Proportion, Isoquants Characteristic and Procedures Equilibrium

Unit IV

Markets: Perfect competitions, Monopoly, Monopolistic Competitions and Oligopoly: *Features* and Comparison

SUGGESTED READINGS:

1. Joel Dean: Managerial Economics
2. Sankaran : Business Economics
3. Varsheney and Maheswari: Managerial Economics
4. Seth M L Text Book of Economic Theory
5. Petersen & Lewis: Managerial Economics
6. Mote V L peul. S & Gupta G S: Managerial Economics TMH
7. H. Craig Petersen & W. Cris lewis: Managerial Economics, PHI.
8. Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Business Economics.
9. Barry Keating and J. Holton Wilson: Managerial Economics, Biztantra. 8
10. Advance Economic Theory H.L. Ahuja

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

BVRM -208: HUMAN RESOURCE MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To impart conceptual knowledge of Human Resource Management

Unit I

An Introduction to Human Resource Management

Definition, Importance Objectives and Scope of Human Resource Management (HRM), Function of Human Resource Management: Managerial and Operative Functions, Qualification and Qualities of Human Resource Manager in our Organization, Evolution and Growth of Human Recourse Management (HRM) India.

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, Stages in Selection Procedure. Training: Concept, Need and Importance of Training. Methods of Training: On the Job Training + off the Job Training, Principles of Training, Evaluation of training Programme in India.

Unit III

Wage and Wage Incentives

Wages: Meaning, Objective and Theories of 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, Essentials of Satisfactory Wage Policy. Wage Incentives: Concept, Need and Importance of Incentives, Special Incentives Prefect Sharing and Labour Co. Partnership and Essentials of Ideal Incentives System.

Unit IV

Computation of ESI / PF and Role of other Government Bodies.

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.

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

BVRM -209: SUPPLY CHAIN MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To create awareness about the supply chain activities taken in order to deliver the goods

Unit I

Supply Chain Management: Global Optimisation, Importance, Key Issues, Inventory Management, Economic Lot Size Model, Supply Contracts, Centralized vs. Decentralized System.

Unit II

Supply Chain Integrates: Push, Pull Strategies, Demand Driven Strategies, Impact on Grocery Industry, Retail Industry, Distribution Strategies.

Unit III

Strategic Alliances: Framework for Strategic Alliances, 3PL, Merits and Demerits, Retailer, Supplier Partnership, Advantages and Disadvantages of RSP, Distributor Integration.

Unit IV

Procurement and Outsourcing: Outsourcing, Benefits and Risks, Framework for make/Buy Decision, E-Procurement, Framework of E-Procurement. Dimension of Customer Value, Conformance of Requirement, Product Selection, Price and Brand, Value added Services, Strategic Pricing, Smart Pricing, Customer Value Measures.

SUGGESTED READINGS:

1. Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2. Simchi-Levi, David, Kaminsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill 32
3. Supply chain management , Kulkarni Sarika & Sharma Ashok
Supply chain management concepts and cases, Ragul V.
4. Altekar
5. Text book of logistics and supply chain management, Prof D.K. Agarwal

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

BVRM -210: CONSUMER BEHAVIOUR

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To impart conceptual knowledge about consumer behavior and other related issues

Unit I

Nature and Scope of Analyzing Consumer Behavior. Consumer Needs and Motives, Building Customer Satisfaction. Market Segmentation and Positioning Concept.

Unit II

Consumer Behavior; Delivering Customer values and Satisfaction. Attractive and Retaining Customers. Consumer and Cultural influence. Household decision making. Innovation and Diffusion Process.

Unit III

Consumer Motivation, Personality and Perception. Consumer Attitude and Attitude Change

Unit IV

Consumer Decision Process- Problem Recognition, Situation Influence. Post Purchase Action. Organizing Buying Behavior.

SUGGESTED READINGS:

1. Consumer Behavior: Solomon, Michael R
2. Consumer Behavior: Evans, Martin, Jamal, Ahmad
3. Marketing Management : Philip Kotler
4. Consumer Behavior: Satish K Batra & S H H Kajmi

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

BVRM -211: MERCHANDISE PLANNING & BUYING

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Unit I

Merchandise Management: Objective, Presentation and Demonstrating Merchandise. Strategies for Creating Good –Looking Retail Stores Displays. Retail Plano Gram.

Unit II

Visual Merchandise: Objective and Principle of successful visual Merchandise. Signage: Types and Character, Visual Display. Devising Merchandise Plan: Innovativeness, Assortment. Category Management.

Unit III

Buyer's Behavior: Factor effecting retailer and shoppers. Attracting and Retaining Customers. Buying a Decision Process. Types of Customers.

Unit IV

Management of Service and Quality in Merchandise Planning, Role of Information Technology in Point-of-Sale System. Electronic Fund Transfer at POS. Data Ware House and Data Mining. General Merchandise Planning Software.

SUGGESTED READINGS:

1. Retail Management: Pateric M Dulle & Robert F Lusch
2. Retail Management: Gaurav Ghosal
3. Data Driven Marketing: Mark Jeffrey
4. Reflection in Retailing: Stanley Marcus
5. Retail Merchandising: Risch E. H.
6. Merchandise Buying : M Smith Bohlinger

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

BVRM -212: STORE OPERATIONS-II

Max. Marks: 100

PRACTICAL TRAINING

This module explains the different operating processes and their significance in running retail operations smoothly. It also helps develop necessary skills for planning, monitoring and controlling merchandise in a retail store.

Area of Study

- Managing Retail Operations
- What are Store Operations
- Productivity & Operating Efficiency
- Most Common Mistakes of Retailers
- Controls Essential for successful operations
- Measuring Performance
- Stock Turn
- Franchising
- Store Appearance & House Keeping
- Functions of a Store Manager
- Promotion, Planning and Execution Retail Operations

Suggested Instructional Methodology

Store visits have to be organized to get them acquainted them with day to day operations of a store

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

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

BVRM-301: PERSONALITY AND SOFT SKILLS DEVELOPMENT

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: After completion of the course students will be familiar with different aspects of personality and role of soft skills in personality development.

UNIT-I

Introduction: Concept of Personality, Personality Consciousness, Personality Patterns, Personality Syndrome, Symbols of Self, Clothing Names and Nicknames, Speech, Age, Success, Reputation, Molding the Personality Pattern, Persistence and Change.

UNIT-II

Personality Determinants: Physical Determinants, Intellectual Determinants, Emotional Determinants, Social Determinants, Aspiration and Achievement, Educational Determinants, Family Determinants.

UNIT-III

Personality Development: Healthy Personalities, Developing Self Awareness, Managing Personal Stress, Solving Problems Analytically and Creatively, Grooming, Appearance, Dress Sense, Personal Hygiene, Etiquettes and Body Language, Time Management, Public Speaking.

UNIT-IV

Interpersonal and Group Skills: Building Positive Relationship, Strategies for Gaining Power and Influence, Fostering Motivational Environment, Building Effective Teams, Interviewing Skills, Conducting Meetings.

SUGGESTED READINGS:

1. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi
2. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi
3. Wehtten, David A and Kim S Cameron, Developing Managerial Skills, Pearson Education, New Delhi

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

BVRM -302: STORE LAYOUT & DESIGN

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: This paper is aimed at providing comprehensive knowledge of Store Location, layout and operations

Unit I

Store Location: Nature and significance of Retail Location, Types, Factor affecting store location, Location and Sight Evaluation, Trading Area Analysis, Recent Trends in Location of Store.

Unit II

Nature and Objective of Store Layout: Allocation of floor space, Classification of store offering, Traffic flow pattern of store, Space need, Interior display.

Unit III

Store design Objective and Types of Store Format, Impact on Consumer Behavior , Impulsive Buying, Out – store and In-Store Tactics, Store Security.

Unit IV

Planning and Controlling of Inventory. Retail Logistics. Place-Supply Chain Management. The Supply Channel. Store Maintenance, Energy Management and Renovation.

SUGGESTED READINGS:

1. The Retail Revival- Reimagining Business: Dougs Stephens
2. Retail Analytics : The Secret Weapon by Enmets Cox
3. Emerging Trends in Retail Management : N Panchanatham & R Gnguru

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

BVRM -303: TAXATION LAW & PRACTICES IN BUSINESS

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: This paper is aimed at providing comprehensive knowledge of Taxation Laws and Practices.

UNIT I

Basic Concepts of Income Tax, Residential Status and Tax Incidence, Income Exempted from Tax.

UNIT II

Income from Profits and Gains of Business and Profession. Income from Capital Gains, Income from Other Sources.

UNIT III

Indirect Taxes: Introduction, Meaning, Feature, Scope, Merits & Demerits.

UNIT IV

Deductions from Gross Total Income, Assessment of Companies. Set Off and Carry Forward of Losses, Clubbing of Income, Deduction of Tax at Source, Advance Payment of tax, VAT / Service Tax/ Indirect Tax.

SUGGESTED READINGS:

1. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication
2. Singhania V.K, Student Guide to Income Tax, Taxmann's Publication
3. Lal B.B., Income Tax Law and Practice

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

BVRM -304: ELEMENTS OF SALESMANSHIP

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To impart conceptual knowledge of salesmanship and understanding consumer behaviour

Unit I

Introduction: Concept of Salesmanship, Changing Roles and Functions of a Salesman.

Importance of Personal Selling In the Context of Competitive Environment. Types of Selling.

Unit II

Salesman Career: Career Counselling & Guidance, Types of Salesman, Retail, Whole Sale, Specialized Sales Man, Duties, Responsibilities, Opportunities and Growth in the Sales Field, Qualities, Physical, Mental, Psychological, Social and Cultural - Rewards in Selling: Financial and Non-Financial (Incentives), Sources of Recruitments of Sales Force, Methods of Training Salesmen. Importance of Complete Product Knowledge-Major Areas of Knowledge-Manufacturers How Used, Life of Products, Guarantee Price, How other Customer Liked it etc. Sources of Product Information: Published Sources and unpublished Sources, Packing, Labelling and other Specification Enclosure etc.

Unit III

Buyer Behaviour: Introduction - Classification of Buyer-Industrial, Government and Ultimate Consumers. Buying Motives- Rational and Emotional Factors Influencing Purchase of a Product. Shopping Behaviour-Frequency, Place and Unit of Purchase. Analysis and Consumer Profile- Age, Sex, Income, Educational, Cultural and Linguistic Background etc. - Methods of Identifying Customer Perceptions Influencing Decision Regarding Purchase of Product - Finding out Customer's Needs, Problems and Potentialities.

Unit IV

Sales Presentation: Introduction - Planning for Sales Presentation Setting Objectives for the Sales Planning, Sales Talk, Supporting Evidence etc. - Steps in Sales Presentation - Establishing Report, Introducing Product by Highlighting Benefits and Providing Information Relating to Product Futures and Benefits.

SUGGESTED READINGS:

1. Little Red Book of Selling by Jeffrey Gitomer's
2. Secrets of Closing the Sale, Zig Ziglar
3. How to Sell Anything to Anybody, Joe Girard
4. How to Master the Art of Selling , Tom Hopkins
5. Coaching Salespeople into Sales Champions, Keith Rosen's

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

BVRM -305: FUNDAMENTALS OF VISUAL MERCHANDISING (VM)-I

Max. Marks: 100

Practical Training

This module aims at learning basic visual merchandising concepts and theories essential in the store image, its merchandise, and displays.

Detailed Contents: Introduction to VM-1

- Other parts of a Store
 - Displays
 - Design
 - Mannequins
 - Props & Signage
 - Tools and Materials of the Trade
 - Fixtures and Lighting
 - Store Planning and Layout
 - Store Fixturing Plans
 - Store Renovation including budgets
- Suggested Instructional Methodology

Extensive practical sessions, Visit to various stores and projects, Putting up displays etc.

SUGGESTED READINGS:

1. David Gilbert, Retailing Marketing, Prentice Hall - Pearson Education
2. George H, Lucas Jr, Robert P. Bush, Larry G. Gresham, Retailing, All India Publishers and Distributors, Chennai
3. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi

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

BVRM -306: SUMMER TRAINING

Max. Marks: 100

BVRM -307: DATA BASE MANAGEMENT SYSTEM

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To impart conceptual knowledge of DBMS and its applications

UNIT I

Introduction to Data Base Management System: Data versus Information, Record, File, Data Dictionary, Database Administrator, Functions and Responsibilities, File-Oriented System versus Data Base System.

UNIT II

Database System Architecture: Introduction, Schemas, Sub Schemas and Instances, Data Base Architecture, Data Independence, Mapping, Data Models, Types of Database Systems.

UNIT III

Data Base Security: Threats and Security Issues, Firewalls and Database Recovery, Techniques of Data Base Security, Distributed Data Base.

UNIT IV

Data Warehousing and Data Mining: Emerging Data Base Technologies, Internet, Database, Digital libraries, Multimedia Data Base, Mobile Data Base, Spatial Data Base.

SUGGESTED READINGS

1. Navathe, Data Base System Concepts 3rd, McGraw Hill
2. Date, C.J., An Introduction to Data Base System 7ed, Addison Wesley
3. Singh, C.S., Data Base System, New Age Publications, New Delhi

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

BVRM -308: RETAIL OPERATIONS

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Unit I

Retails Operation: Elements and Components. Store Administration and Management of Store Floor. Management of the Premises. Opening and Closing Activity of Store. Skills and Responsibility of Retails Store Manager.

Unit II

Method and Approaches to Retail Operations: Retail Location: Strategies and Decisions, Retail Branding.

Unit III

Retail Marketing Mix: Role of Personal Selling in Retail processes. Retail Promotion Role and Objective.

Unit IV

Supply Chain Management: Objectives, Integration of Supply Chain Strategies. Bottlenecks and Remedies, Supply Chain Performance.

SUGGESTED READINGS:

1. Supply Chain Management for Retail : Rajesh Ray
2. Logistic and Retail Management : John Fervieleighs
3. Retail management- A Strategies approach : Barry Berman and Joen R Evan
4. Marketing at Retail : Robert Lilejenwale and Barba

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

BVRM -309: MARKETING MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To help students to understand the concept of marketing and its applications. Also to expose the students to the latest trends in marketing.

Unit I

Introduction to Marketing :Definition, Nature, Scope and Importance of Marketing, Approaches to the study of Marketing and Economic Development, Traditional and Modern Concept of Marketing. Functions of Marketing.

Unit II

Marketing Environment (Micro & Macro) (Analysing needs & trends in the Macro environment– Demographic, Economic Natural, Technological, Political – Legal, Socio cultural environment) Marketing Mix: Elements of Marketing Mix, Market Segmentation, Bases for Market Segmentation, Requisites of Sound Marketing Segmentation, Market Targeting Strategies: Positioning, Undifferentiated Marketing, Concentrated Marketing.

Unit III

Classification of Products, Product Mix decision: Product line, Product Addition & Deletion, Product Life Cycle, Product Planning, New Product Development Process, Strategies: Branding, Packaging.

Unit IV

Pricing Objectives, Price Determination, Factors Influencing Pricing Policy, Method of Pricing Policies and Strategies. Definition, Need, Channel Design Decision, Channel Management Decision, Factors Affecting Channels, Types of Marketing Channels.

SUGGESTED READINGS:

1. Philip Kotler - Marketing Management
2. J.C. Gandhi - Marketing Management
3. William M. Pride and O.C. Ferrell – Marketing.
4. Stanton W.J. et al Michael & Walker, Fundamentals of Management.
5. Armstrong & Kotler, Marketing : An Introduction, Pearson.

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

BVRM-310: CUSTOMER RELATIONSHIP MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: This course presents the basics of Customer Relationship Management and will enable the students to learn the basics of Customer Relationship Management. On successful completion of the course the students should have: Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing

UNIT I

Customer Relationship Management: Definition, Meaning and Scope, Attracting and Retaining Customers. Building Loyalty, Developing Loyalty Program. 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, Rural Customer Relations, Sales Force Automation, Contact Management, Concept, Enterprise Marketing Management, Core Beliefs, 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:

1. Relationship Marketing: S. Shajahan - Tata Mc Graw Hill,
2. CRM Paul Green Berg(1997) - Tata Mc Graw Hill,
3. Marketing Management: Philip Kotler (2002), Prentice Hall, 2013
4. 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.

BVRM -311: FUNDAMENTALS OF VISUAL MERCHANDISING (VM)-II

Max. Marks: 100

Practical Training

This module aims at learning basic visual merchandising concepts and theories essential in the store image, its merchandise, and displays.

Detailed Contents: Introduction to VM-II

- Other parts of a Store
 - Displays
 - Design
 - Mannequins
 - Props & Signage
 - Tools and Materials of the Trade
 - Fixtures and Lighting
 - Store Planning and Layout
 - Store Fixturing Plans
 - Store Renovation including budgets
- Suggested Instructional Methodology

Extensive practical sessions, Visit to various stores and projects, Putting up displays etc.

SUGGESTED READINGS:

1. David Gilbert, Retailing Marketing, Prentice Hall - Pearson Education
2. George H, Lucas Jr, Robert P. Bush, Larry G. Gresham, Retailing, All India Publishers and Distributors, Chennai
3. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi

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

BVRM -312: COMPREHENSIVE VIVA-VOCE

Max. Marks: 100