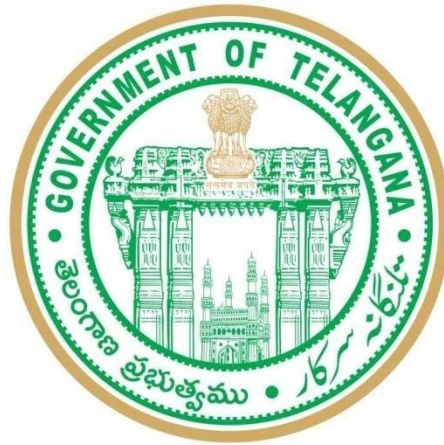


VOCATIONAL CURRICULUM - 2020

**RETAIL MANAGEMENT
(215)**



State Institute of Vocational Education

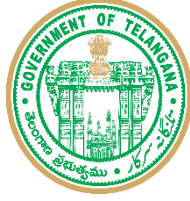
O/o the Commissioner of Intermediate Education,
Telangana State, Hyderabad

&

Board of Intermediate Education

Telangana State, Hyderabad

Dr. A. Ashok I.A.S
COMMISSIONER



INTERMEDIATE EDUCATION
Government of Telangana
Nampally, Hyderabad- 500001
Phone: 040-24655915

Fore word

In any developing society with a booming population, Vocational Education occupies an important position for generating large scale employment opportunities. Viewed in this context the importance of Vocational Education for our country cannot be over emphasized. Vocationalization of Secondary Education was introduced in 1988 at the Intermediate level. Recently, the Government of India has developed a National Skills Qualification Framework for establishing a clear path for vocational education from the school level to the highest level. The Department of Intermediate Education has recently framed a new curriculum to bring greater value to the system of vocational education. The primary aim of this reform is to prepare the students with employable skills for absorption in organized sectors and in few cases, even for self-employment.

State Institute of vocational education and Board of Intermediate Education, Telangana have reviewed the curriculum of vocational courses of second year from the academic year 2019-20 in order to reorient them for their practical approach. Greater emphasis is now being placed on Laboratory work and on the job training.

Simultaneously, The State Institute of Vocational Education and the department of Intermediate Education are presently making efforts to upgrade the quality of infrastructure in the colleges to meet the challenges of the changed curriculum. I am confident that the revised curriculum of second year for Vocational Courses would prove to be beneficial to the students in the vocational stream and help them train in need based productive courses leading to gainful employment.

COMMISSIONER OF INTERMEDIATE EDUCATION

**ANNUAL SCHEME OF INSTRUCTION AND EXAMINATION FOR
RETAIL MANAGEMENT
FIRST YEAR**

Part-A		Theory		Practicals		Total	
		Periods	Marks	Periods	Marks	Periods	Marks
1.	English	150	50	0	0	150	50
2.	General Foundation course	150	50	0	0	150	50
Part-B							
3.	Paper-1 Business Organization	135	50	135	50	270	100
4.	Paper-II Accountancy & Computers- I	135	50	135	50	270	100
5.	Paper-III Retail Marketing	135	50	135	50	270	100
6.	Part-C OJT	0	0	365	100	365	100
Total		705	250	770	250	1475	500

SECOND YEAR

Part-A		Theory		Practicals		Total	
		Periods	Marks	Periods	Marks	Periods	Marks
1.	English	150	50	0	0	150	50
2.	General Foundation course	150	50	0	0	150	50
Part-B							
3.	Paper-1 Retail Management	110	50	115	50	225	100
4.	Paper-II Accountancy & Tally - II	65	50	160	50	225	100
5.	Paper-III Elements of Salesmanship	110	50	115	50	225	100
6.	Part-C OJT	-	-	450	100	450	100
7.	Total	630	250	795	250	1425	500
TOTAL 1st YEAR AND 2nd YEAR MARKS 1000							

EVALUATION OF ON THE JOB TRAINING:

The “On the Job Training” shall carry 100 marks for each year and pass marks is 50. During on the job training the candidate shall put in a minimum of 90 % of attendance. The evaluation shall be done in the last week of January.

Marks allotted for evaluation:

S.No	Name of the activity	Max. Marks allotted for each activity
1	Attendance and punctuality	30
2	Familiarity with technical terms	05
3	Familiarity with tools and material	05
4	Manual skills	05
5	Application of knowledge	10
6	Problem solving skills	10
7	Comprehension and observation	10
8	Human relations	05
9	Ability to communicate	10
10	Maintenance of dairy	10
	Total	100

NOTE: The On the Job Training mentioned is tentative. The spirit of On the Job training is to be maintained. The colleges are at liberty to conduct on the job training according to their local feasibility of institutions & industries. They may conduct the entire on the job training periods of (365) I year and (450) II year **either by conducting classes in morning session and send the students for OJT in afternoon session or two days in week or weekly or monthly or by any mode which is feasible for both the college and the institution.** However, the total assigned periods for on the job training should be completed. The institutions are at liberty to conduct On the Job training during summer also, however there will not be any financial commitment to the department.

SYLLABUS
SYLLABUS
RETAIL MANAGEMENT
FIRST YEAR
PART B – VOCATIONAL SUBJECTS
PAPER – I: BUSINESS ORGANISATION (THEORY & PRACTICALS)
TIME SCHEDULE, WEIGHTAGE & BLUE PRINT

S. No	NAME OF THE UNIT	No. Of Periods		Weightage in marks	Short answer questions	Essay/ Problem questions
		Theory	Practical			
01	Basic Concepts	15	15	10	2	1
02	Sole proprietorship, Joint Hindu family	20	20	8	1	1
03	Partnership	15	15	8	1	1
04	Joint stock company	20	20	10	2	1
05	Incorporation of Joint stock company	20	15	8	1	1
06	Co-operative societies	15	15	8	1	1
07	Aids to Trade - Banking & Insurance services	10	15	8	1	1
08	Aids to Trade - Transport, Warehousing & Advertisement	20	20	8	1	1
	Total	135	135	68	10	08

Note: The question paper contains two sections.

Section – A of question paper contains 10 questions carries 2 marks each. The student has to answer all questions.

Section – B of question paper contains 8 questions carries 6 marks each. The student has to answer five questions.

COURSE CONTENTS:

- Basic Concepts** – Business organization and its scope – Business, Profession, Industry, Trade, types and aids to trade, Classification of Industries, Forms of Business organization.
- (a). **Sole trader** – Characteristics - merits and demerits of sole trader – **Joint Hindu Family** – Karta – merits and Demerits – Schools of Joint Hindu Family.
(b). Self -Employment, Entrepreneurship, Small Business, Private sector, Government Sector, CRM Practices
- Partnership** – Characteristics – merits and demerits – Partnership deed – Types of partners – Rights and duties of partners.
- Joint Stock Company**– Characteristics, merits – demerits, kinds of companies, Promoter.
- Incorporation of Joint Stock Company** – Procedure of promotion and incorporation of Joint stock Company – Memorandum of Association – Articles of association – Prospectus – Golden rule of framing prospectus.
- Co-operative societies** – Characteristics – Types of co-operative societies – merits and demerits
- Aids to Trade - 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 – RBI and its Functions
- Aids to Trade - Transport, Warehousing & Advertisement** – Advantages of transport – Types of transport –Importance of warehousing – types of warehousing – Need and importance of advertisement – Print media – outdoor media – Importance of Advertising to different types of companies

References:

- Jones & Mathew: Organization Theory, designed change – Vikas Publishers
- P.N.Reddy – Principles of Business Organizations – S. Chand Publications
- Nathan S.Collier - A Different types of Business Organizations – Wiley Publications

PRACTICAL ACTIVITIES UNDER BUSINESS ORGANISATION:

Collection , display and filling of various dummy documents relating to forming of sole trader, partnership, joint stock companies , co-operative societies like partnership deed, memorandum of association, articles of association, prospectus / statement in lieu of prospectus, invitation of public deposits, invitation of shares.

Visiting a bank and collecting various pay-in-slips, withdrawal modes, filling Demand draft forms, fixed deposit forms, forms relating to opening of account in bank etc., Awareness about KYC norms.

Visiting various types of warehouses and collecting flow chart of their activities

Visiting various types of transport / RTA offices and observe day to day activities during OJT and collect information.

Visiting various advertisement agencies and observing their charging tariff and the importance / advantages of advertisement.

Collect data of Success / failure stories of Entrepreneurs with case study.

Charts and building models of activities in bank, warehousing & insurance in class rooms.

RETAIL MANAGEMENT
FIRST YEAR
PART B – VOCATIONAL SUBJECTS
PAPER – II: ACCOUNTANCY & COMPUTERS – I (THEORY & PRACTICALS)
TIME SCHEDULE, WEIGHTAGE & BLUE PRINT

S.No	NAME OF THE UNIT	No. Of Periods		Weightage in marks	Short answer questions	Essay /Problem questions
		Theory	Practical			
01	INTRODUCTION TO ACCOUNTANCY	15	05	10	2	1
02	JOURNAL	15	10	8	1	1
03	SUBSIDIARY BOOKS	10	10	8	1	1
04	LEDGER	25	10	8	1	1
05	CASH BOOK	10	15	8	1	1
06	RECTIFICATION OF ERRORS & TRIAL BALANCE	15	10	8	1	1
07	FINAL ACCOUNTS	20	20	8	1	1
08	Basic fundamentals of computer	25	55	10	2	1
		135	135	68	10	08

Note: The question paper contains two sections.

Section – A of question paper contains 10 questions carries 2 marks each. The student has to answer all questions. **Section – B** of question paper contains 8 questions carries 6 marks each. The student has to answer five questions.

COURSE CONTENTS:

- 1. Introduction to Accountancy** – Definition of Accountancy and Book keeping – Objectives- Merits and demerits – Accounting concepts – Conventions – Single entry system – Double entry system – Advantages – Accounting Cycle – Accounting Standards – IFRS – Concept & Need.
- 2. Journal** –Types of Accounts – Rules of Debit and Credit – Journal – Journal entries (including Problems) – Functions of Debit and Credit
- 3. Subsidiary books** – Types of subsidiary books – Purchase book – purchase returns book – Sales book – Sales returns book – Bills receivable book – Bills payable book- Journal proper (including Problems)
- 4. Ledger** – Meaning Classification of Ledger – posting the transactions into Accounts –Balancing the Accounts (including Problems)
- 5. Cash Book** – Types of cash book – Simple or single column cash book – Two column cash book – Three column cash book – Petty cash book - (including Problems)
- 6. Rectification of errors & Trial balance** – Rectification of Errors – one side & two side Importance of trial balance – Preparation of trial balance – (including Problems)
- 7. Final Accounts** – Preparation of Trading account, Profit & Loss account and Balance sheet with adjustments (including Problems)
- 8. Basic Fundamentals of computers** – Fundamentals of Computers - Types of Computers - Generation of computers – Block Diagram – Memory – CPU - Advantages of computers - Input, output devices – Operating system – MS.WORD – MS EXCEL - MS POWERPOINT.

References:-

1. P.C.Tulsian – Financial Accounting & Analysis – Tata Mcgraw Hill Publications
2. S.N.Maheswari – Financial Accounting & Analysis – Vikas Publications
3. V.K.Goyal – Financial Accounting – EXCEL Books
4. E.Balaguruswamy- Fundamentals of Computers Tata C Graw Hill Education Pvt, Ltd.,

PRACTICAL ACTIVITIES UNDER ACCOUNTANCY & COMPUTERS:

PROBLEMS IN JOURNAL**PROBLEMS IN LEDGER****PROBLEMS IN SUBSIDIARY BOOKS****PROBLEMS IN CASH BOOK****PROBLEMS IN RECTIFICATION OF ERRORS & TRAIL BALANCE****PROBLEMS IN FINAL ACCOUNTS****WINDOWS:**

Basics of windows operation, copying, moving of files, creating, deleting, renaming folders, creating shortcuts, placing shortcuts, operation of control panel, screen setting, mouse setting, viewing files with my computer, viewing files with explorer, deleting files, folders and retrieving from cycle bin, installing software/uninstalling software, hardware, printing text documents.

MS – WORD:

Creating and saving a document, operation of tool bars, selecting menus from the drop menus, formatting the text, spell checking, mail merging, printing of document

MS – EXCEL

Introduction to electronic spreadsheets, entering column titles, entering numbers, editing data, selecting cells, calculations using formulas, copying data, moving data, drag and drop feature, clearing cell contents, saving a work book, closing a work book, working with work sheets, inserting and deleting worksheets, etc. Problems of Final Accounts using Excel.

WINDOWS: Demonstrate use of start button

- Demonstrate viewing of the setting option in the start menu
- Demonstrate loading of control panel and understand selecting the items
- Demonstrate changing date and time, screen settings, printer settings
- Demonstrate changing of settings of mouse
- Demonstrate creating of folders
- Demonstrate deleting of files, folders, un-deleting of files and folders
- Create text file using wordpad or notepad
- Format the text document with all the features available in wordpad
- Print the document created using wordpad, note pad

MS – WORD: Demonstrate starting MS word

- Identify the word screen elements
- Identify the tool bars on the screen
- Demonstrate creating a sample text
- Demonstrate text formatting
- Demonstrate page formatting
- Demonstrate search and replace of text
- Demonstrate selecting, deselecting the text from menu and copying
- Demonstrate spell checking
- Demonstrate mail merging of documents

MS – EXCEL

Describe the EXCEL window

- Define the term cell, current cell, cell pointer, range
- List the toolbars of EXCEL and their functionality
- Demonstrate procedure to Edit the contents of the cell
- Demonstrate the procedure to format the cells with numbers
- Demonstrate the procedure to format the text in the cells
- Demonstrate the procedure to change the width of the cells
- Demonstrate the procedure to change the height of the cells
- List the operators used in formula
- Procedure to enter formulae with functions

RETAIL MANAGEMENT
FIRST YEAR
PART B – VOCATIONAL SUBJECTS
PAPER – III: RETAIL MARKETING
TIME SCHEDULE , WEIGHTAGE & BLUE PRINT

S.No	NAME OF THE UNIT	No. Of Periods	Weightage in marks	Short answer questions	Essay/ Problem questions
01	INTRODUCTION	15	10	2	1
02	Retail Marketing Mix	15	8	1	1
03	Merchandising Management	20	8	1	1
04	Store Layout and Design	10	8	1	1
05	Retail Selling Skills	20	8	1	1
06	Customer Relationship Management	15	8	1	1
07.	Health Safety and Hygiene in Retailing	20	8	1	1
08.	Business Communication	20	10	2	1
		135	68	10	08

Note: The question paper contains two sections.

Section – A of question paper contains 10 questions carries 2 marks each. The student has to answer all questions. **Section – B** of question paper contains 8 questions carries 6 marks each. The student has to answer five questions.

COURSE CONTENTS:

Unit 1: Fundamentals of Retailing

Session 1: Meaning and Basics of Retailing

- Identify the Basics of Retailing
- Classification of retailers

Session 2: Retail Formats

- Understand the concept —Retail Format
- Types of retail formats

Session 3: Functions of Retailer- General and Modern Trade

- Understand the functions of Retailers
- Identify the duties and responsibilities of retailers

Session 4: Trends in Retailing

- Identify the Segments for Urban and Rural areas
- Find out the Driving forces in Indian retailing

Unit 2: Retail Marketing Mix

Session 1: Product Mix

- Acquainted with the concept of Marketing Mix
- Features of Product Mix
- Product Life Cycle

Session 2: Price Mix

- Identify the Price Mix features and its importance
- Identify the methods of Pricing in retailing

Session 3: Promotion Mix

- Identify the concept of Promotion Mix and its importance
- Identify the objectives and elements of promotion Mix

Session 4: Place Mix

- Understand the concept of Place Mix, its importance and process
- Find out the objectives and features of place mix
- Describe the various modes of transportation and its objectives

Unit 3: Merchandising Management

Session 1: Definition of Merchandise

- Describe the benefit of merchandising
- Understand how merchandising helps in high product visibility

Session 2: Functions of Merchandising

- Identify the steps in determining the right assortment of Merchandise.

Session 3: Visual Merchandising

- Identify the basic aspects of visual merchandising
- Evaluate the impact of display of merchandise

Session 4: Roles and Responsibilities of Merchandiser

- Planning and preparation display of products

Unit 4: Retail Store Layout and Design

Session 1: Types of Retail Location

- Classify the different Locations of retail store.

Session 2: Store Layout

- Identify the steps in store layout

Session 3: Design decision

- Identify the elements of store design decision.
- Describe the elements of store planning and design

Session 4: Functions of Retail Store Associate

- Identify the major functions and responsibility of store associate

Unit 5: Retail Selling Skills

Session 1: Methods of Selling

- Identify the Methods of selling in Retail.
- Find out the sales promotion activities in store

Session 2: Selling Process

- Identify the potential customers.
- Receive and greet the customers

Session 3: Salesmanship (Duties of Sales Personnel)

- Maintain the availability of products for sale to customers in a retail environment.

Session 4: Qualities of Goods Sales Person for Handling Queries

- Describe the process of objections handling in the retail

Unit 6: Customer Relationship Management

Session 1: CRM Process

- Describe concept of CRM
- Describe the importance of CRM
- Learn to improve customer relationship

Session 2: Duties and Responsibilities of Customer Services Associate

- Check the storage and care of stock available to customers

Session 3: Customer Retention Strategies

- Identify concept of customer retention and various customer retention strategies

Session 4: Handling Customer Grievances

- Discuss ways to respond to customer grievances
- Identify how to reward customer loyalty

Unit 7: Health Safety and Hygiene in Retailing

Session 1: Health Care

- Describe the health care activities and health care rights in retail organizations
- Identify the responsibilities of employers and employees for workplace health and safety

Session 2: Personal Grooming

- Describe the skills required for personal grooming
- Enlist the work related injuries and reporting them to supervisor

Session 3: Hazards at Workplace

- Learn about hazardous products, preventive measures for using such products
- State various emergencies and escape routes free from obstructions

Session 4: Safety Measures at Workplace

- Practice safety measures and tips to control injuries, violence, harassment, shoplifting and robbery.

Unit 8: Business Communication

Session 1: Elements of Communication

- Framing of question and sentence
- Identify elements of communication cycle

Session 2: Forms of Communication & Communication Equipments

- Demonstrate effective use of verbal and nonverbal communication skills
- Identify the types of communication, barriers to effective communication

Session 3: Elements of Business communication

- Describe the importance of organizational culture in business communication
- Communicate Effectively with Customers
- Describe the qualities that the team member should possess

Session 4: Preparation of Project Report

- Describe Project Work/ Assignment
- Outline the preparation of project report

References:-

1. Mahapatra Arun – The Art of Retailing – The Lotus Press Publications and Distributors
2. Gibson & Vedamini – Retail Management – Functional Principals and Practices – JAICO Publishing House, Mumbai
3. Swapna Pradhan – Retailing Managment, Texts an Cases – McGraw Hill Publivations, New Delhi

RETAIL MANAGEMENT
FIRST YEAR
PART B – VOCATIONAL SUBJECTS
PAPER – III: RETAIL MARKETING (PRACTICALS)

1. To Visit Market and List out the types of general outlet available in your assign territory and classify them into different catagiriou convinieant stores general stores and stationery stores etc..
2. Visit market and list out segment wise brands Selling available in a store.
3. Sales process in retail Establishments. To find out channels through selected consumer product research the ultimate end-user Ex ; FMCG LIFE GOODS etc.
4. Visit The Office Of the distributor/Market Of Some Consumer/Industries Goods And Discuss The Distribution Channels Used By Them In Order To Make Their Product Available To The Buyers.
5. Students May Be Required to Observe Important Features and benefits Of the Sales Promotion Schemes Being Run for Some Consumer Products in the Market through Newspaper, Radio and T.V adds.
6. Students May Be Asked To Design Different Ways In Which A Given Product Can Be Promoted in the Market. .
7. Collection of Data on Prices, Customers Profile (Age, Occupation, Religion, Educational Background, Income, Social Background Etc.) In Respect Of Some of the Competitive Brands of a Specified Product (Toilet Soap, Tea Leaves) With the Help of Group Discussion on the Concerned Unit.
8. Exercise in identifying ,distinguishing features and benefits of package of few competitive brands

RETAIL MANAGEMENT
SECOND YEAR
PAPER – I: RETAIL MANAGEMENT
TIME SCHEDULE, WEIGHTAGE & BLUE PRINT

S.No	NAME OF THE UNIT	No. Of Periods	Weightage in marks	Short answer questions	Essay/ Problem questions
01	Essential of Retailing	15	8	1	1
02	Inventory Management in Retailing	10	8	1	1
03	Security and Housekeeping Supervision in Retailing	20	10	2	1
04	Retail sales supervision	10	8	1	1
05	Supply Chain Management for Retailing	10	8	1	1
06	E-commerce	10	8	1	1
07	Event Management in Retailing	20	10	2	1
08	Billing and Accounting Procedures in Retailing	15	8	1	1
		110	68	10	08

Note: The question paper contains two sections.

Section – A of question paper contains 10 questions carries 2 marks each. The student has to answer all questions.

Section – B of question paper contains 8 questions carries 6 marks each. The student has to answer five questions.

UNIT-1 Essential of Retailing

Session -1: Retail organization

1. Concept and importance of retail organization
2. Structure and culture of retail organization

Session -2. Retail procedure

1. Various process and procedure in a retail organization

Session -3: challenges in Indian retail

1. Challenges of Indian retail

Session -4: Driving force of retail business

1. Select the driving forces in Indian retailing
2. Retail trend in India

Unit-2: Inventory Management in Retail

Session -1 Types of inventory

1. concept of inventory and its types
2. methods of inventory in retail

Session -2 Inventory Management

1. Objective of Inventory Management
2. Benefits of Inventory management

Session-3 inventory control

1. Concept of Inventory Control
2. Methods of Inventory Control

Session-4: Duties and Responsibilities of Inventory Supervisor

1. Functions of Inventory Supervisor
2. Roles and Responsibilities of Inventory Supervisor

Unit-3: security and housekeeping supervision in retail

Session -1 security function

1. identify the various security points
2. The roles and functions of security/ personnel.

Session-2:safety and surveillance equipment

1. Describe the work ethics and values at work place
2. Identify the safety rules and regulation in retail stores

Session-3. Material and equipment handling

1. describe the competences required for material handling in house keeping
2. examine the process of material handling

Session-4. Roles and responsibilities of housekeeping supervisor.

1. Functions of housekeeping supervisor
2. Responsibilities of housekeeping supervisor

Unit-4 Retail sales supervision

Session-1: Role of supervisor

1. Establish customer needs
3. Display of products at retail

Session-2. Sale and delivery of products

1. Product sales process
2. Delivery of products to customers

Session-3: Maintenance of stores area

1. Maintenance and cleaning of store area
2. Effective communication with stake holders

Session-4: Roles and Responsibility of Sales Supervisor

1. Functions of sales supervisor
2. Responsibilities of Sales Supervisor

Unit-5: Supply Chain Management in Retailing

Session: 1: Introduction to SCM

1. Concepts and Importance of SCM
2. Advantage, Limitations of SCM

Session-2: Principles of SCM

1. Identify the principles of SCM
2. Parameters of direct and indirect distribution

Session-3: Participants in the process of SCM

1. Types of intermediaries
2. Channels distribution and their services for consumer goods

Session: 4 Steps in Supply chain management

1. Identify steps in scm
2. Components needs in the process of scm

UNIT-6: E-COMMERCE

Session-1. Introduction to e retailing

1. Introduction to e retailing
2. Advantages of e retailing

Session-2: E- marketing

1. Concept and importance of e marketing
2. Differentiate e marketing v/s traditional marketing

Session-3: Telemarketing

1. concept and advantages of telemarketing
2. categories the telemarketing activities

Session-4: Internet Business

1. concept and objectives of internet business
2. discuss various issues on internet business

Unit-7: Event management in retailing

Session:1; procedures of events

1. planning and designing an event
2. execution of an event

Session-2. Documentation require to conduct an event

1. Monitoring of records of an event
2. Feedback from customers of an event

Session; 3. Logistics and standard operating procedure

1. Legal aspects of sop
2. Statutory aspects of sop

Session-4: supervising events

1. how to conduct a successful event

Unit-8: Billing and Accounting Procedure in Retailing

Session; 1 Billing Procedure

1. Basic Concept of Billing in retail
2. Various mode of payments in billing process.

Session-2: Fundamentals of Accounting

1. Fundamental and procedures of accounts
2. Accounting books like, journals and ledgers

Session-3: Trading, Profit And Loss Accounts

1. preparation of trading account
2. Preparation of profit and loss account.

Session-4; Balance Sheet

1. Preparation of Final Accounts

RETAIL MANAGEMENT
SECOND YEAR
PAPER – I: RETAIL MANAGEMENT (PRACTICALS)

1. Visit to different types of organize outlets (modern trade) to observe the following: Types of stores and their location Various ways of stores layout.
2. Visit the outlet and observe the following; Product arrangement in a racks.
3. Visit the outlet and Observe the following, planogram, facsimile and POS material..
4. Exercise in assessing the demand for selected products in given segment
5. A visit to a few retail stores to find out what sales promotion scheme being use by them also ascertain their usefulness to the retail stores.
6. Collection of information in respect of shopping behaviour of people- say unit of purchase, frequency, reason for purchase with regard to an administered to a select number of shoppers.
7. Practice and simulated exercise in organizing clearance sales and other sales promotion activities.
8. Visit to manufacturing marketing establishment in order to provide the student exposure in various methods of packing and marketing there on.
9. The student should be aware of handling event management independently. He should be given to handle the live function like college day maintenance, retirement function, fare parties etc

RETAIL MANAGEMENT
SECOND YEAR
PAPER –II: ACCOUNTANCY– II (THEORY & PRACTICALS)
TIME SCHEDULE, WEIGHTAGE & BLUE PRINT

S.No	NAME OF THE UNIT	No. Of Periods		Weightage in marks	Short answer questions	Essay/ Problem questions
		Theory	Practical			
01	Depreciation	05	10	8	1	1
02	Accounts of Non-Trading Concerns	15	20	10	2	1
03	Partnership Accounts – I	15	20	10	2	1
04	Partner Ship Accounts - II	15	15	8	1	1
05	Hire Purchase and Instalment Purchase System	10	15	8	1	1
06	Company Accounts – I (Tally)	10	15	8	1	1
07	Company Accounts – II (Tally)	10	15	8	1	1
08	Company Accounts – III (Tally)	15	20	8	1	1
	Total	95	130	68	10	08

Note: The question paper contains two sections.

Section – A of question paper contains 10 questions carries 2 marks each. The student has to answer all questions.

Section – B of question paper contains 8 questions carries 6 marks each. The student has to answer five questions.

COURSE CONTENTS:

- DEPRECIATION** – Meaning and need of depreciation – Causes of depreciation – Methods of depreciation – Simple problems on depreciation (Straight line and diminishing balance method)
- ACCOUNTS OF NON-TRADING CONCERNS** – Distinction between capital and revenue expenditure – Receipts and payments account – Income and expenditure account
- PARTNERSHIP ACCOUNTS – I** – Problems on Profit and Loss appropriation account – Admission of partner
- PARTNER SHIP ACCOUNTS – II** – Problems on retirement of partner
- HIRE PURCHASE AND INSTALMENT PURCHASE SYSTEM** – Features of Hire purchase and Instalment purchase system - Difference between Hire purchase and instalment purchase system – Simple problems in Hire purchase system (only ledger accounts)
- Company Accounts – I** – Meaning of company – Meaning of Share capital – Classification of share capital – Types of shares – Issue of shares at par, premium, discount
- Company Account – II** – Company final accounts – Trading account, Profit and Loss account & Profit and Loss appropriation account with simple adjustments
- Company Account – III** – Company final accounts – Simple problems on Balance sheet contents without adjustments

References:-

- M.C.Sukla and S.C Gupta – Advanced Accounts – S.Chand & Co.
- S.N.Maheswari – Introduction to Accountancy – Vikas Publishing House
- Jagadish. R. Raiyani – Financial Ratios and Financial Statement Analysis – New Century Publications

PRACTICAL ACTIVITIES FOR ACCOUNTANCY & TALLY – II

PROBLEMS ON:-
DEPRECIATION

ACCOUNTS OF NON-TRADING CONCERNS

Introduction to accounting packages:- Introduction and definition – features – accounting – data migration capability – duties and taxes – advantages and disadvantages

Financial functions of tally – Creation of company – F11 features – alteration of company – F12 configure – master configuration – creation of groups – grouping of ledger accounts – voucher configuration – recording transactions of sample data.

Display and reports – Accounting reports in Tally – Balance sheet – Profit and loss account – **reports** – creating voucher type – printing reports – print format.

RETAIL MANAGEMENT
SECOND YEAR THEORY
PART B – VOCATIONAL SUBJECTS
PAPER –III: ELEMENTS OF SALESMANSHIP
TIME SCHEDULE, WEIGHTAGE & BLUE PRINT

S.No	NAME OF THE UNIT	No. Of Periods	Weightage in marks	Short answer questions	Essay/ Problem questions
01	Introduction to Salesmanship	20	10	2	1
02	Salesman Career	20	8	1	1
03	Product Knowledge	15	8	1	1
04	Buyer Behaviour	20	8	1	1
05	Identification of Potential Customers	15	8	1	1
06	Sales Presentation	15	8	1	1
07	Objections	10	8	1	1
08	Specialized Categories of Salesman	20	10	2	1
	Total	135	68	10	08

Unit-1: 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-2: Salesman Career.

Career Counselling & Guidance. - Types of Salesmen – 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.

Unit-3: Product Knowledge

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 un Published Sources, Packing, Labelling And Other Specification Enclosure Etc.

Unit-4: 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.

Unit-5: Identification Of Potential Customers.

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-6: 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.

Unit-7: Objections

Objections Regarding Price, Quality, Compensative Disadvantages, Genuineness - methods/Techniques to Be Followed to Overcome Objections

Unit –8: Specialised Categories of Salesman

Auction Salesman Conductor - Insurance Agent - Real Estate Dealer - Investment Salesman
Export Salesman - Maintenance Service Salesman - Mail Order Sales - Mobile
Salesman/Door to Door - Travel Agency Salesman/Tourism - Health Care (Hospital)
Agent.

References: -

1. George Shinn- An Introduction to Professional Selling – Tata Mc Graw Hill
2. Gupta V.D – Sales Management in the Indian Respective – Prentice Hall of India
3. Tyagi CL and Kumar A – Sales Management – Atlantic Publishers.

RETAIL MANAGEMENT

SECOND YEAR

PART B – VOCATIONAL SUBJECTS

PAPER III: ELEMENTS OF SALES MANAGEMENT (PRACTICALS)

1. Survey with friends, relatives, etc., to find out their feeling about selling as a career.
2. Survey of one or two newspaper/magazines to find: - Personal qualifications prescribed by different firms for the recruitment of salesmen. - Duties and responsibilities of the sales people. Alternative, a field visit to different types of sales organizations may be organized to collect information from managers in respect of qualifications, duties and responsibilities of a salesman.
3. Discussing relevant cases/audio-visuals sales presentation to evaluate the following: -features of the product which are introduced to the customers; -handling of promotional support; -handling objection with respect to price, competitive disadvantages, etc., and making follow-up calls;
4. Role play exercise in communication and persuasion in some common situation, for example: - A non-smoker tries to persuade a smoker to stop smoking; -A customer durable products (say T.V., Radio, Washing machine) salesman presenting his Company s product to prospective buyers/handling customer’s objection.
- Field visit to interview sales/purchases manager of some Organization to find out their recent purchases and the factors influencing the same as also the role played by the salesman in this regard.
- Field visit to some retail outlet to observe selling techniques used by salesman, followed by a discussion.
- Simulation practices in suggestive selling-offering a substitute or economy pack or other product in the shop; or alternatively, a successful salesman manager may be interviewed to know his personal experiences about the use of suggestive selling, handling of objections,(say what objections are most difficult to answer), planning for sales presentations etc.,

- Visit a local store to make a survey on buying motives of a select number of customers with respect to some of the product, with the help of the questioner are. The teachers may help to construct a simple questionnaire in this regard and try to analyze and compiles the information so collected.

9. Collection of detailed information such as price, packaging, etc., about the product of a company and comparing them with those of competitors-a class room presentations and discussion.

Analyze how buying decisions in respect of a consumer non-durable product like toothpaste and a consumer durable product like washing machine are made. Identify decision makers and the factors influencing the buying decisions.

MODEL QUESTION PAPERS

RETAIL MANAGEMENT SECOND YEAR

PAPER – I: RETAIL MANAGEMENT (THEORY)

Time: 3 hrs

Marks: 50

SECTION – A

Note: i) Answer all questions

10 x 2 =20

ii) Each question carries two marks

- 1 Define Marketing
- 2 What is Retail organization
- 3 What are the steps of reatil procedure
- 4 What is inventory
- 5 What is e-commerce
- 6 What is sales promotion
- 7 What is event management
- 8 Expand the scm
- 9 Describe about event
- 10 What is an delivery note

SECTION –B

Note: i) Answer all questions

5 x 6 = 30

ii) Each question carries six marks

- 11 What are the concept and importance of retail organization
- 12 Describe the methods of inventory in retail
- 13 Explain the procedure of stores layout & design
- 14 Explain the procedure of pricing & promotion of product

- 15 Explain the principles of scm
- 16 Discuss the various issues in internet business
- 17 What are the methods of planning an event
- 18 Prepare the format of the final accounts

**RETAIL MANAGEMENT
SECOND YEAR
PAPER – II: ACCOUNTANCY - II (Theory)**

Time: 3 hrs

Marks: 50

SECTION – A

Note: i) Answer all questions

10 x 2 =20

ii) Each question carries two marks

1. What is Depreciation
2. Write any two examples for capital expenditure
3. Mention any two non-trading concerns
4. Define BRS
5. What is Partner ship
6. What is goodwill
7. What is Hire purchase
8. What is Share Capital
9. What is Dividend
10. What is capital reserve

SECTION – B

Note: i) Answer any five questions

5 x 6 = 30

ii) Each question carries Six marks

11. Mr. Ravi purchased a machine for Rs.45,000 on 1st January 2017. It is decided to depreciate the asset on Straight line method at 10% p.a. Prepare Depreciation account for three years in the books of Mr. Ravi
12. Problems from Income and Expenditure Account with minimum 5 adjustments
13. Problems on Admission of the partner – Revaluation Account, Partners Capital A/c, Cash A/c, New Balance sheet with minimum 5 adjustments.

14. Problems on retirement of the partner – Revaluation Account, Partners Capital A/c, New Balance sheet with minimum 5 adjustments and goodwill treatment in various types
15. Problems on Bank reconciliation statement.
16. Problems on Issue of shares at par or discount or premium / Theory question on classification of Capital or shares
17. Problem on Company final Accounts relating to Trading Account, Profit & Loss and Profit and Loss Appropriation account
18. Problem on Company Final Accounts relating to items on Balance sheet only

**RETAIL MANAGEMENT
SECOND YEAR
PAPER – III: ELEMENTS OF SALESMANSHIP (THEORY)**

Time: 3 hrs

Marks: 50

SECTION – A

Note: i) Answer all questions

10 x 2 =20

ii) Each question carries two marks

1. What is Salesmanship
2. What is personal selling
3. Who is an wholesaler
4. What is salesman training
5. What is Buyers behavior
6. What is classification of customers
7. Who is a real estate dealer
8. What are the physical qualities of salesman
9. What is sales management
10. What is buyer motive

SECTION – B

Note: i) Answer any five questions

5 x 6 = 30

ii) Each question carries Six marks

11. Explain the difference between creative salesmanship and competitive salesmanship
12. Explain the duties and responsibilities of salesman
13. Explain the steps involved in recruitment of salesman
14. Explain the areas of knowledge a salesman is expected to possess
15. Explain the types of salesman

16. Explain the importance of salesmanship in modern marketing

17. Explain the essential qualities of good salesman

18. Explain the planning for sales presentation

List of equipment	a)	product folders, merchandising equipment
	b)	Point of sales materials (danglers, posters, stickers.)
List of on the Job Training sites	a)	Visit few modern trade stores(big bazaar, bata showroom, and reliance
	b)	General trade distributors.
	c)	Industrial knowledge visit
	d)	Life goods stores visit
	e)	Visit cfa to understand supply chain
	f)	Super bazaars/ malls