

## **B. Voc. in Retail & Logistics Management**

### **Fourth Semester**

#### **Introduction to Information Technology (LM401T)**

**Objective:** To provide elementary knowledge of computer hardware, software, and operating systems.

**UNIT I:** Computer characteristics: Historic Evolution of Computers; Classification of computers: Microcomputer, Minicomputer, mainframes, Supercomputers; Personal computers: Desktop, Laptops,

Palmtop, Tablet PC; Hardware & Software; Speed, storage, accuracy, diligence.

**UNIT II: Hardware:** CPU, Memory, Input devices, output devices. Memory units: RAM(SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM-different types: Flash memory; Auxiliary storage: Magnetic devices, Optical Devices; Floppy, Hard disk, Memory stick, CD, DVD, CD-Writer;

**UNIT III:** Input devices - keyboard, mouse, scanner, speech input devices, digital camera, Touch screen, Joystick, Optical readers, bar code reader; Output devices: Display device, size and resolution; CRT, LCD; Printers: Dot matrix, Inkjet, Laser; Plotters, Sound cards & speaker.

**UNIT IV: Software-** System software, Application software; concepts of files and folders, Introduction to Operating systems, Different types of operating systems: single user, multitasking, time-sharing multi-user; Booting,

**UNIT V:** Operating systems: Windows & Linux; Application software: Generic Features of Word processors, Spread sheets and Presentation software; Computer Viruses & Protection.

#### **Scheme of Examination:**

##### **Continuous Assessment (MM: 50)**

The continuous assessment shall be done by the concerned faculty based on mid-term test (20 marks); demonstration / presentation (20 marks) and attendance / punctuality / personality traits (10 marks)

##### **End term Assessment (MM: 50)**

The End Term Assessment of educational component shall be carried out by the University in the form of written examination whose duration shall be 3 hours as per following examination paper pattern:

Section – A: Five questions of 2 mark each. Student shall be required to attempt all.

Section – B: Four questions of 10 marks each out of which student shall be required to attempt any two.

Section – C: Two questions of 20 marks each out of which student shall be required to attempt any one.

#### **Suggested Text Books:**

1. Balaguruswamy, E. (2016), Fundamentals of Computers, McGraw hill, 2014
2. Curtin, Dennis P,(2012) Information Technology: The Breaking wave, McGrawhill, 2014
3. Norton. Peter(2016) Introduction to Computers, McGrawhill, Seventh edition
4. Stallings (2012), Operating System, PHI.

## **CUSTOMER RELATIONSHIP MANAGEMENT (LM402T)**

**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, Ownership, How does one convey ownership, Problem Solving.

**Unit V:** Customer Interaction Cycle. Communication Styles: Three Main Styles. (Aggressive, Passive and Assertive), Disagreement Process, Selective Agreement, Benefits of Assertive Communication,

### **Scheme of Examination:**

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#### **End term Assessment (MM: 50)**

The End Term Assessment of educational component shall be carried out by the University in the form of written examination whose duration shall be 3 hours as per following examination paper pattern:

Section – A: Five questions of 2 mark each. Student shall be required to attempt all.

Section – B: Four questions of 10 marks each out of which student shall be required to attempt any two.

Section – C: Two questions of 20 marks each out of which student shall be required to attempt any one.

### **SUGGESTED READINGS:**

1. Rai, Alok(2016), Customer Relationship Management, PHI
2. Simon Knox, Adrian Payne, Stan Maklan (2015), Customer Relationship Management- Routledge Inc.
3. Bhasin(2016), Customer Relationship Management (Wiley Dreamtech)
4. Dyche(2012)Customer relationship management handbook, PHI

## ADVERTISING AND SALES PROMOTION (LM403T)

**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,

**Unit V:** Designing of Sales Promotion Campaign, Involvement of Salesmen and Dealers, out Sourcing Sales Promotion National and International Promotion Strategies, Integrated Promotion, Online Sales Promotions.

### **Scheme of Examination:**

#### **Continuous Assessment (MM: 50)**

The continuous assessment shall be done by the concerned faculty based on mid-term test (20 marks); demonstration / presentation (20 marks) and attendance / punctuality / personality traits (10 marks)

#### **End term Assessment (MM: 50)**

The End Term Assessment of educational component shall be carried out by the University in the form of written examination whose duration shall be 3 hours as per following examination paper pattern:

Section – A: Five questions of 2 mark each. Student shall be required to attempt all.

Section – B: Four questions of 10 marks each out of which student shall be required to attempt any two.

Section – C: Two questions of 20 marks each out of which student shall be required to attempt any one.

### **SUGGESTED READINGS:**

1. Clow, Kenneth (2012). Donald Baack, “Integrated Advertisements, Promotion and Marketing Communication”, Prentice Hall of India, New Delhi.
2. SKazmi, .H.H. Satish K Batra,(2015) “Advertising &Sales Promotion”, Excel Books, New Delhi.
3. Belch George E, Michel A Belch,(2016), “Advertising & Promotion”, McGraw Hill, Singapore.
4. Cummings, Julian (2015) “Sales Promotion”, Kogan Page, London.
5. Betch, E. and Michael (2016), Advertising and Promotion, MC. Graw Hill.

## **PERSONALITY AND SOFT SKILLS DEVELOPMENT (LM404T)**

**UNIT-I:** Introduction: Concept of Personality, Personality Consciousness, Personality Patterns, Personality Syndrome, Symbols of Self, Clothing Names and Nicknames, Speech, Age, Success, Reputation, Moulding 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

**UNIT – V:** Building Effective Teams, Interviewing Skills, Conducting Meetings.

### **Scheme of Examination:**

#### **Continuous Assessment (MM: 50)**

The continuous assessment shall be done by the concerned faculty based on mid-term test (20 marks); demonstration / presentation (20 marks) and attendance / punctuality / personality traits (10 marks)

#### **End term Assessment (MM: 50)**

The End Term Assessment of educational component shall be carried out by the University in the form of written examination whose duration shall be 3 hours as per following examination paper pattern:

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Section – B: Four questions of 10 marks each out of which student shall be required to attempt any two.

Section – C: Two questions of 20 marks each out of which student shall be required to attempt anyone.

### **SUGGESTED READINGS:**

1. Hurlock, Elizabeth B(2012), Personality Development, Tata McGraw Hill, New Delhi
2. McGrath, E.H., (2012), Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi
3. Wehtten, David A and Kim S Cameron(2010) Developing Managerial Skills, Pearson Education, New Delhi

## VISUAL MERCHANDISING (LM4A1S)

**Objective:** The objective is to understand basic visual merchandising concepts and theories essential in the store image, its merchandise, and displays.

### **Broad Areas of Learning:**

- 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

### **Continuous Assessment of Skill (on the Job/self) (MM: 100):**

The continuous assessment of skill component shall be done by the concerned officer at industry partner based on Viva-voce (20 marks); demonstration / presentation (20 marks); and attendance / punctuality / personality traits (10 marks)

### **End term Assessment of Skill – On the Job/Self.: (MM: 100):**

The End Term Assessment of skill component shall be carried out by a panel comprising of a faculty nominated by Director / HOD of the college, an officer nominated by industry partner and external examiner appointed by the University.

## **STORES AND WAREHOUSE OPERATIONS (LM4A2S)**

**Objective:** The objective is to understand the intricacies and get hands-on advanced training on store and warehouse operations.

### **Broad Areas of Learning:**

- Managing Retail Operations
- Major activities of Store and warehouse Operations
- Productivity & Operating Efficiency
- Most Common Mistakes of Retailers
- Control measures necessary for successful operations
- Measuring Performance
- Stock Turn-over
- Franchising
- Store Appearance & House Keeping
- Functions of a Store Manager
- Promotion, Planning and Execution Retail Operations

### **Continuous Assessment of Skill (on the Job/self) (MM: 100):**

The continuous assessment of skill component shall be done by the concerned officer at industry partner based on Viva-voce (20 marks); demonstration / presentation (20 marks); and attendance / punctuality / personality traits (10 marks)

### **End term Assessment of Skill – On the Job/Self.: (MM: 100):**

The End Term Assessment of skill component shall be carried out by a panel comprising of a faculty nominated by Director / HOD of the college, an officer nominated by industry partner and external examiner appointed by the University.