

**OUTLINES OF TESTS
SYLLABI AND COURSES OF READING
FOR**

**B.Voc. (Retail Management)
Part-I (Semester-Ist)**

**Programme of Punjabi University Patiala (PUP)
(Semester System)
(Session 2021-22, 2022-23, 2023-24)**



PUNJABI UNIVERSITY, PATIALA
(Established under Punjab Act No. 35 of 1961)

K. Singh

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ORDINANCES & SYLLABUS

FOR B. Voc. Retail management

Semester System
(2018-19 , 2019-20)

Part-I Sem-I


Prof. & Head
School of Management Studies
Punjab University, Patiala

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FROM
ORDINANCES (2018-19, 3)

Bachelor of Vocation (B. Voc.) is launched under the scheme of University Grants Commission on skill development based higher education leading to Bachelor of Vocation (B. Voc.) Degree with multiple exits as Diploma/Advanced Diploma under the National Skill Qualification framework. The B.Voc. programme incorporate specific job roles and their National Occupational Standards along broad-based general education.

1. B. Voc. Programme has been designed as per National Skill Qualification Framework emphasizing on skill-based education.

2. LEVELS OF AWARD:

The certification levels shall lead to Diploma/Advanced Diploma/B.Voc. Degree in Retail management.

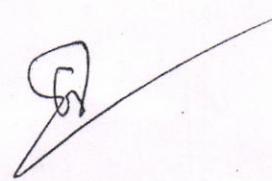
AWARD	DURATION	CORELEVEL/RESPONDING /NSQF
Certificate	6 Months (1 Sem.)	4
DIPLOMA	1 YEAR	5
ADVANCED DIPLOMA	2 YEAR	6
B. VOC. DEGREE	3 YEAR	7

3. **ELIGIBILITY FOR ADMISSION** in B.Voc. The eligibility for B.Voc. programme Passed any stream of 10+2 examination or equivalent.
4. The course of study of B.Voc. shall be divided in to six semesters and university examination will be held at the end of every semester in the months of November/December (for semester I, III & V) and May/June (for semester II, IV & VI) or as fixed by the Vice Chancellor.
5. Semester examination will be open to regular candidates who have been on the rolls of a college affiliated to this University and meet the attendance and other requirements.

Subject to fulfilment of requirement of House examinations, the attendance requirements and these ordinances there will be no condition of passing papers for promotion from odd semester to even semester in an Academic Session.

- (a) To qualify for admission to 3rd semester of the Course, the candidate must have passed 50% of total papers of the two semesters of the 1st year. In case, the result of 2nd Semester is not declared at the time of admission to 3rd Semester, the student may be admitted provisionally and will be allowed to take examination of 3rd semester if he/she has passed in 50 % of the total papers of first year (i.e. 1st and 2nd Semesters). Similarly, to qualify for admission to 5th semester of the course, the student may be admitted provisionally if the result of previous semester has not been declared and will be allowed to take examination of 5th semester, if he/she has passed 50% of the total papers of previous semesters.
- (b) A candidate placed under reappear in any paper, will be allowed two chances to clear the reappear, which should be availed within consecutive two





years/chances i.e. to pass in a paper the candidate will have a total of three chances, one as regular student and two as reappear candidate.

The examination of reappear papers of odd semesters will be held with regular examination of the odd semester and reappear examination of the even semester will be held with regular examination of even semester. But if a candidate is placed under reappear in the last semester of the course, he will be provided chance to pass the reappear with the examination of the next semester, provided his reappear of lower semester does not go beyond next semester.

6. **Attendance and Other Requirements**

- (a) Every candidate will be required to attend a minimum of 75% lectures delivered to that class in each paper as well as 75% of the laboratory work, seminars etc. separately. Provided that a deficiency in attendance may be condoned for special reasons, as per the relevant ordinances on the subject.
- (b) To be eligible to appear in the semester examination, a candidate must have obtained in the house examination at least 25% marks in each paper, 33% marks in the aggregate of all subjects of the semester. The Principal at his discretion may allow a special test to a candidate who could not appear in the House examination owing to unavoidable reason or fails to secure the minimum marks as prescribed above.

7. Amount of examination fee to be paid by a candidate for each semester shall be as fixed by the University from time to time.

8. Applications for admission to the examination shall be made on the prescribed form attested by the competent authority as per University rules. The last date by which admission forms and fees must reach the Registrar shall be as follows:

Semester	Without late fee	With late fee of Rs. 800/-	With late fee of Rs. 1200/-	With late fee of Rs. 5000/-	With late fee of Rs. 10000/-
Semester Exam (Nov/Dec)	Sept. 30	Oct. 15	Oct. 21	Oct. 31	Nov. 16
Semester Exam (May/June)	Feb. 28	Mar. 15	Mar. 21	Mar. 31	April 15

* No Examination Form will be accepted after this date.

9. University medal will be awarded to a candidate who secured first position in the University on the basis of the marks of all the six semesters taken together. The general rules and conditions of the University for the Award of Medal/Prizes etc. will be applicable in the award of University medal to the topper of this examination.

10. The medium of instruction and examination will be English & Punjabi¹, except for

¹ Paper of NSQF Level Shall be conducted in English and Hindi only.

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the language subjects whose medium of instruction and examination will be that of the language subject.

11. The candidate shall also be entitled to grace marks as admissible under the general ordinance relating to the 'Award of Grace Marks'. The Award of Grace Marks shall be as per the existing norms of Punjabi University Patiala.

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12. (a) The minimum number of marks required to pass the examination in each Part shall be 35% in each subject, in theory paper, practical examination and internal assessment separately.

(b) **Internal assessment and its Components:** Internal assessment, in each subject, shall be 30 % of the total marks in each paper and shall be uniform and applicable to all the Subjects/Papers. The three Components for Internal Assessment shall be as follows (to be divided proportionately, as per the credit (100/150/200) of the paper):

(i)	Attendance:	20%	% of the Total Marks of the internal Assessment
(ii)	Written Assignment/Project:	40%	
(iii)	Two Mid-Semester Tests/Internal Examination (Average of both Mid-Semester Tests/Internal Examination)	40%	

13. A Candidate shall be allowed to join:

(i) **First Semester:**

Passed any stream of 10+2 examination or equivalent.

(ii) **Second Semester:**

Provided that he/she has undergone a regular course of studies of first semester.

(iii) **Third Semester:**

Provided that he/she has undergone a regular course of studies of First and Second semesters as provided under the regulations in sequential order and fulfils the conditions as laid in ordinance 6(a).

(iv) **Fourth Semester:**

Provided that he/she has undergone a regular course of studies of First, Second and Third semesters as provided under the regulations in sequential order and has passed the First Semester Examination as a whole, and fulfils the conditions as laid in ordinance 6(a).

(v) **Fifth Semester:**

Provided that he/she has undergone a regular course of studies of First, Second, Third and Fourth semesters as provided under the regulations in sequential order and fulfils the conditions as laid in ordinance 6(a).

(vi) **Sixth Semester:**

Provided that he/she has undergone a regular course of studies of First, Second, Third, Fourth and Fifth semesters as provided under the regulations.

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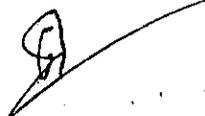
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in sequential order and has passed 50 % papers of which result has been declared of previous semesters and fulfils the other conditions as laid in ordinances.

14. Three weeks after the termination of examination or as soon thereafter as possible, the Registrar shall publish the result of the candidates. Each candidate shall receive a certificate indicating details of marks obtained in each examination.
15. The Successful candidates shall be classified on the basis of aggregate marks secured
- 75% or more with Distinction.
 - 60% or more in the First division.
 - 50% or more but less than 60% in the Second division.
 - Below 50% in the Third division.
16. A candidate who has passed B.Voc. examination from this University shall have one chances within a period of two years after passing the examination to improve division or 55% marks. Improvement shall be allowed in not more than three theory papers offered in each semester. However, previous marks of Practical/Project will be carried forward in the paper (s) in which he/she appears for improvement and be awarded one percent of grace marks on the basis of given papers, out of the papers taken up, the candidate will be given benefit of increase in marks, where the marks have increased in paper/papers.
17. Re-evaluation of scripts shall be admissible in B.Voc.. Examination Semester I, II, III, IV, V, VI examination except practical examination. The re evaluation shall be allowed in not more than two theory papers provided candidate has scored not less than 25% marks in the relevant paper. The candidate shall submit his/her application on specified form along with prescribed fee, for re-evaluation within 14 days from the date of declaration of the result.
19. A successful candidate after First Semester shall be awarded Certificate Course, After Second Semester (1st Year) year shall be awarded Diploma certificate, after two years of successful completion Advanced diploma and of the Final examination of B.Voc. third year Examination shall be granted a Degree in B.Voc. (as per Sr. no. 2)
20. **ACADEMIC EQUIVALENCE:**
- 20.1 Bachelor of Vocation (B. Voc.), a Bachelor level degree specified by UGC under section 22(3) of UGC Act, 1956 and notified in official Gazette of India dated 19th January, 2013 is recognized at par with the other Bachelor level degrees for competitive exams conducted by Union/State Public Service Commission, Staff Selection Commission or other such bodies where the eligibility criteria is "Bachelor Degree in any discipline".
- 20.2 Students with B.Voc. Degree are considered eligible for the trans disciplinary vertical mobility into such courses where entry qualification is a bachelor's Degree without specific requirement in a particular discipline.
- 20.3 Students qualifying B.Voc. in Retail management can take admission in M.Sc., M. Voc., M.A., M.B.A. and M.Com.(Any Post Graduate Degree related to Commerce, Economics and Management etc.)





Semester I (B.Voc Retail Management) session 2018-19, 2019-20)

Skill Component

S. No.	Subject	Th.	Pr.	Hours	Total Credits	Ex. Marks	In. Marks	Total Marks
BVRM 101	Management Principles and Practices	4	-	60	4	70	30	100
BVRM 102	Introduction to Retail Management	4	-	60	4	70	30	100
BVRM 103	Retail Shopper Behaviour	4	-	60	4	70	30	100
BVRM 104	Seminar on Retail Selling Skills	-	2	30	2	-	50	50
Total		12	2	210	14	210	140	350

General Education Component

S. No.	Subject	Th.	Pr.	Hours	Total Credits	Ex. Marks	In. Marks	Total Marks
BVRM 105	Punjabi Compulsory/ Mudla Gyan	4	-	60	4	35	15	50
BVRM 106	Business Communication	4	-	60	4	35	15	50
BVRM 107	Workshop on Computer Application in Retail	-	4	30	2	-	50	50
Total		8	4	150	10	70	80	150
Grand Total					24	280	220	500

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B.Voc: (Retail Management) Part - I Sem. – I
BVRM-101: MANAGEMENT PRINCIPLES AND PRACTICES

Course Overview: To give an overview about management and its practices in retail industry.

Course Contents:

Group I

Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Concept of management, administration and organization Principles of management, Scientific Management.

Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought.

Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.

Organizing: Meaning, Nature and Purpose of organization, Theories of organization, principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Delegation, Span of Management: Factors determining effective span.

Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralization and Departmentation.

Group II

Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

Staffing: Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.

Directing: Motivation: Meaning, Nature, Importance, Types, Theories of Motivation: Mc.Gregor's, Maslow and Herzberg.

Leadership: Meaning, Nature, Styles, Managerial grid, Likert system, Theories: Trait, Behavioural, Situational and Followers. 10

Coordination: Principles and Techniques, Difference between coordination and co- operation.

Pedagogy

Visit to a retail store and observe different ways of communicating effectively with members of a store team. How to carry out verbal instructions from other team members and supervisors. Visit to various retail stores and observe their departmentation. Staffing practices of various Retail Stores. Application of management Principles in various retail stores.

Case study/ Class Assignment / Class discussion in the Class:

Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. Student will go to Hotels for learn hospitality services.

Class Participation:

Attendance will be taken in each class and class participation is scored for each student for each class as per Punjabi University, Patiala Norms

Suggested Readings:

1. Stoner, J. Freeman, R. & Gilbert, D., "Management", Prentice Hall of India.
2. Koontz, H., "Principles of Management, Tata McGraw Hill Publishing.
3. Robbins, S.P. and Coulter, M., "Management", Prentice Hall of India.
4. Robbins S.P. & Decenzo D., "Fundamentals of Management: Essential Concepts And Applications", Pearson Education.
5. Weihrich, H. and koontz, H., "Essentials of Management: An International Perspective", Tata McGraw Hill, New Delhi.



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B.Voc: (Retail Management) Part - I Sem. - I
BVRM 105- PUNJABI

Time allowed : 3 hrs Max. Marks :50

External Assessment :35

Internal Assessment: 15

ਸਿਲੇਬਸ ਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਭਾਗ-ੳ: ਕਥਾ ਰੰਗ, ਸੰਪਾ. ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ ਅਤੇ ਡਾ. ਬਲਦੇਵ ਸਿੰਘ ਚੀਮਾ।

ਭਾਗ-ਅ : (1) ਨਿਬੰਧ-ਰਚਨਾ : ਸਮਾਜਕ, ਵਾਤਾਵਰਣ ਅਤੇ ਸਭਿਆਚਾਰ ਵਿਸ਼ੇ ਨਾਲ ਸੰਬੰਧਤ।

(2) ਵਿਆਕਰਣ:

(i) ਪੰਜਾਬੀ ਧੁਨੀ-ਵਿਉਂਤ, ਸਵਰ, ਵਿਅੰਜਨ, ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਉਚਾਰਨ ਵਿਧੀ ਅਨੁਸਾਰ ਧੁਨੀਆਂ ਦਾ ਵਰਗੀਕਰਣ।

(ii) ਸ਼ਬਦ-ਸ਼ੈਲੀਆਂ ਅਤੇ ਰੂਪਾਂਤਰਨ ਨਾਂਵ, ਪੜਨਾਂਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸੰਬੰਧਕ, ਯੋਜਕ, ਪ੍ਰਸ਼ਨ ਸੂਚਕ ਸ਼ਬਦ।

ਭਾਗ ਏ - ਭਾਗ -ੳ ਅਤੇ ਭਾਗ-ਅ ਦੇ ਵਿਆਕਰਨ ਵਾਲੇ ਭਾਗ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।
ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈੱਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਸਿਲੇਬਸ ਦੇ ਸਾਰੇ ਭਾਗਾਂ ਵਿੱਚੋਂ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।

2. ਪੇਪਰ ਨੂੰ ਤਿੰਨ ਭਾਗਾਂ ਓ, ਅ ਅਤੇ ਏ ਵਿੱਚ ਵੰਡਿਆ ਜਾਵੇਗਾ।

3. ਭਾਗ ਓ ਵਿੱਚੋਂ

(i) ਕਿਸੇ ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ/ਲੇਖਕਾਂ ਦੇ ਯੋਗਦਾਨ ਜਾਂ ਕਹਾਣੀ ਕਲਾ (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 05 ਅੰਕ

(ii) ਪਾਤਰ ਸੰਬੰਧੀ ਜਾਣਕਾਰੀ। (ਪੰਜ ਵਿੱਚੋਂ ਦੋ) $2 \times 3 = 06$ ਅੰਕ

4. ਭਾਗ ਅ-1 ਕਿਸੇ ਵਿਸ਼ੇ ਤੇ ਨਿਬੰਧ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 04 ਅੰਕ

ਅ-2 ਦੇ ਦੋਵਾਂ ਭਾਗਾਂ ਵਿੱਚੋਂ ਇੱਕ-ਇੱਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ ਅਤੇ ਵਿਦਿਆਰਥੀ ਨੇ ਦੋਵਾਂ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਹੋਵੇਗਾ। 05 ਅੰਕ

5. ਭਾਗ-ਏ ਕਥਾ ਰੰਗ ਅਤੇ ਵਿਆਕਰਨ ਵਾਲੇ ਭਾਗ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 15 (ਪਾਠ ਪੁਸਤਕ ਕਥਾ ਰੰਗ ਵਿੱਚੋਂ 7 ਅਤੇ ਵਿਆਕਰਨ ਵਿੱਚੋਂ 8) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸੰਖੇਪ ਉੱਤਰ ਦੇਣੇ ਹੋਣਗੇ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 1 ਅੰਕ ਹੋਣਗੇ। $15 \times 1 = 15$ ਅੰਕ

, ਸਹਾਇਕ ਪਾਠ-ਸਮੱਗਰੀ

1. ਹਰਕੀਰਤ ਸਿੰਘ, ਭਾਸ਼ਾ ਵਿਗਿਆਨ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ, ਬਾਹਰੀ ਪਬਲਿਸ਼ਰਜ਼, ਦਿੱਲੀ, 1973.

2. ਬਲਦੇਵ ਸਿੰਘ ਚੀਮਾ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ ਅਤੇ ਵਿਆਕਰਨ (ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਦਾ ਵਿਸ਼ਾ ਕੋਸ਼), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2000. 16



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B.Voc: (Retail Management) Part - I Sem. – I
BVRM-102: INTRODUCTION TO RETAIL MANAGEMENT

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

Course Contents

Group I

Retailing-Introduction to retailing – retailing and economic significance – types of retailers - Trends, characteristics, food, general merchandise, non-store retailing – service retailing.

Retailing Channel- Multi channel retailing – retail channels for interacting with customers, Electronics and others – Multi Channel retailing shopping experience – retail market strategy.

Group II

Location- Retail location and sight selection, The importance of store locations, types of locations, steps involving in choosing a location, trade areas and their evaluation, how to evaluate a retail location

Pricing-Pricing strategies and approaches – store lay out – design – visual merchandising and the factors affecting price, elements of retail price, developing a pricing strategy, adjustment to retail price

Pedagogy:

Interactive lecture - Basics of retailing such as concept & functions. Interactive lecture on Service to be renders by retailer to the customers. Guest lecture on store and non-store retailing. Interactive lecture- Indian Retail Industry, Functions of Retailing, Methods of Retailing.

Case study/ Class Assignment / Class discussion in the Class:

Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. Student will go to Hotels for learn hospitality services.

Class Participation:

Attendance will be taken in each class and class participation is scored for each student for each class as per Punjabi University, Patiala Norms

Suggested Readings :

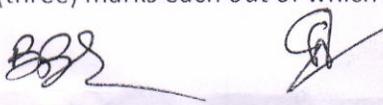
1. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
2. Gilbert Pearson, Retail Marketing, Education Asia, 2001
3. Vedamani, Gibson, Retail Marketing, Jaici Publishing House, New Delhi, 2000
4. Berman & Evans, Retail Management, PHI, New Delhi, 2001
5. Sheikh and Fatima „Retail Management“ Himalaya Publications.

SCHEME OF EXAMINATION

- English and Punjabi will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each Semester as per the Academic Calendar notified in advance
- This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.
- The duration of written examination shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (10 marks), Written assignments (10 marks), and Attendance and class Participation (10 marks).
- The minimum marks for passing the examination shall be 40% to be obtained separately both in internal assessment and external written examination.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.



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B.Voc: (Retail Management) Part - I Sem. – I

BVRM-103: RETAIL SHOPPER BEHAVIOUR

Course Overview: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of Retail shopper behaviour.

Course Contents:

Group I

Shopper Behavior: Introduction, Concepts & Techniques for Understanding the retail dynamics of customer buying behaviour process. Model of retail consumer behaviour, personal, social and cultural influences on the customer and understanding customer needs and motives.

Group II

Stages in retail buying decision process such as information search, alternative evaluation, brand choice, post purchase dissonance, brand loyalty and motivation. Relevant theories of personality, perception and motivation, customer buying roles.

Market research – A tool for understanding retail markets consumers, research prior to setting up a retail store & research after setting up a Retail Store.

Pedagogy:

Interactive Lecture:- Organizations Policies, Standards and Procedures of retail organization. Interactive Lecture: Discuss the importance of customer, merchandise and sales people. Group Discussion: GD on driving forces in Indian retailing. Visit to various retail stores for observation of various customers at different segments. Visit to retail stores, organizations and observe the types of all Retail outlets and write a small report on it.. Visit to the retail store and observe how to grasp the customer attention for sale of goods. Visit to the retail store Identify mistakes while approaching the customers

Case study/ Class Assignment / Class discussion in the Class:

Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. Student will go to Hotels for learn hospitality services.

Class Participation:

Attendance will be taken in each class and class participation is scored for each student for each class as per Punjabi University, Patiala Norms 13

Suggested Readings

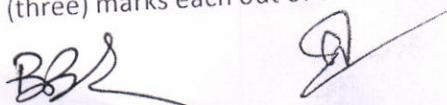
1. Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi
2. Dunne, RETAIL MANAGEMENT, Cengage Learning Pvt. Ltd, New Delhi
3. P. Robins, Organizational Behaviour – 11th Edition
4. Swapna Pradhan, Retailing Management, Tata Mc Graw
5. Schiffman, L.G. and Kanuk, L.L., „Consumer Behavior“, Pearson Education

SCHEME OF EXAMINATION

- English and Punjabi will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each Semester as per the Academic Calendar notified in advance
- This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.
- The duration of written examination shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (10 marks), Written assignments (10 marks), and Attendance and class Participation (10 marks).
- The minimum marks for passing the examination shall be 40% to be obtained separately both in internal assessment and external written examination.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.



b/c

B.Voc: (Retail Management) Part - I Sem. – I
BVRM-104: Seminar on Retail Selling Skills

Course Overview: The students will be trained in practical aspects of Retail Selling Skills.

Course Contents

Personal Selling Skills: objectives of Personal Selling, Identifying the potential Customers, Receiving & Greeting, Ascertaining the needs and Arousing Interest. Process of Personal Selling, Handling Objections, Closing the Sale, Customer Follow up, Negotiation Strategies.

Maximum Marks 50 (Internal)

Pedagogy:

Teachers provide a topic to students related to aspects of Retail Selling Skills. Extensive Use of Technology while using Projectors in Class Rooms and industry learning. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of Hotel managers and executive. Use of Concerned Articles from News papers, journals, online portals and magazines.

Case study/ Class Assignment / Class discussion in the Class:

Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. **Students will prepare seminar report which is based on given topic by the concern teacher, which is internally evaluated by same concern teacher**

Class Participation:

Attendance will be taken in each class and class participation is scored for each student for each class as per Punjabi University, Patiala Norms.

SCHEME OF EXAMINATION

- English and Punjabi will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each Semester as per the Academic Calendar notified in advance
- This course will carry 50 marks which shall be reserved for internal assessment.
- The internal assessment marks shall be based on factors such as: (a) Seminar Report (10 marks), Presentation (10 marks), and Attendance and class Participation (10 marks).
- The minimum marks for passing the examination shall be 35 % to be obtained separately both in internal assessment and external written examination.



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25/12/18

BCH 101A: PUNJABI COMPULSORY (ELEMENTARY KNOWLEDGE)
(Special paper in lieu of Punjabi Compulsory)

Time allowed : 3 hrs
Period per week : 6
Pass Marks : 35%

Max. Marks :50
External Assessment :35
Internal Assessment: 15

ਭਾਗ-ੳ (1). ਗੁਰਮੁਖੀ ਵਰਣਮਾਲਾ ਤੇ ਲੇਖਣ-ਪ੍ਰਬੰਧ
(ੳ) ਅੱਖਰ ਸਿੱਖਿਆ: ਤਰਤੀਬਵਾਰ ਤੇ ਭੁਲਾਵੇਂ ਅੱਖਰ।
(ਅ) ਅੱਖਰ ਬਣਤਰ: ਅੱਖਰ ਰੂਪ ਤੇ ਲੇਖਣ ਦੇ ਨਿਯਮ।

5 ਅੰਕ

(2). ਗੁਰਮੁਖੀ ਅੱਖਰ ਤੇ ਪੰਜਾਬੀ ਧੁਨੀਆਂ ਦਾ ਪ੍ਰਬੰਧ
(ੳ) ਸਵਰ ਤੇ ਵਿਅੰਜਨ: ਵਰਗੀਕਰਨ ਦੇ ਸਿਧਾਂਤ ਤੇ ਉਚਾਰਨ।
(ਅ) ਸਵਰ ਸੂਚਕ ਅੱਖਰਾਂ ਤੇ ਧੁਨੀਆਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।
(ੲ) ਵਿਅੰਜਨ ਸੂਚਕ ਅੱਖਰਾਂ ਤੇ ਧੁਨੀਆਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।
(ਸ) ਲਗਾਂ-ਮਾਤਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।
(ਹ) ਲਗਾਖਰਾਂ ਦੀ ਪਛਾਣ।

5 ਅੰਕ

ਭਾਗ-ਅ (1). ਲਿਪੀ ਦੇ ਅੱਖਰਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਨਿਯਮ
(ੳ) ਪੂਰੇ ਤੇ ਅੱਧੇ ਅੱਖਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।
(ਅ) ਸਵਰ ਸੂਚਕ ਅੱਖਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।
(ੲ) ਸਵਰ ਵਾਹਕਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।
(ਸ) ਮਾਤਰਾ ਤੇ ਸਵਰ ਵਾਹਕਾਂ ਦੀ ਸਾਂਝੀ ਵਰਤੋਂ।
(ਹ) ਮਾਤਰਾ ਦੀ ਵਿਅੰਜਨ ਸੂਚਕਾਂ ਨਾਲ ਵਰਤੋਂ।

5 ਅੰਕ

(2). ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਜਾਣ ਪਛਾਣ
(ੳ) ਗਿਣਤੀ
(ਅ) ਹਫ਼ਤੇ ਦੇ ਦਿਨ
(ੲ) ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ
(ਸ) ਰੰਗਾਂ ਦੇ ਨਾਂ
(ਹ) ਫਲਾਂ-ਸਬਜ਼ੀਆਂ ਦੇ ਨਾਂ
(ਕ) ਪਸ਼ੂ-ਛਪੰਛੀਆਂ ਦੇ ਨਾਂ
(ਖ) ਪੰਜਾਬੀ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਦੀ ਸ਼ਬਦਾਵਲੀ
(ਗ) ਘਰੇਲੂ ਵਸਤਾਂ ਦੀ ਸ਼ਬਦਾਵਲੀ

5 ਅੰਕ

ਭਾਗ-ੲ ਸਾਰੇ ਸਿਲੇਬਸ ਤੇ ਆਧਾਰਤ ਆਬਜੈਕਟਿਵ ਟਾਈਪ ਪ੍ਰਸ਼ਨ।
30x1/2=15 ਅੰਕ

ਅੰਕ ਵੰਡ ਤੇ ਪੇਪਰ ਸੈਂਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਵਿਦਿਆਰਥੀ ਪਹਿਲੀ ਵਾਰ ਗੁਰਮੁਖੀ ਲਿਪੀ ਸਿੱਖ ਰਹੇ ਹਨ। ਹੋ ਸਕਦਾ ਹੈ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਤੋਂ ਅਨਜਾਣ ਹੋਣ।

ਸੋ ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਪੱਧਰ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਸੀਮਾ ਨੂੰ ਧਿਆਨ ਵਿੱਚ ਰੱਖ ਕੇ ਨਿਸ਼ਚਤ ਕੀਤਾ ਜਾਵੇ।

[Signatures]

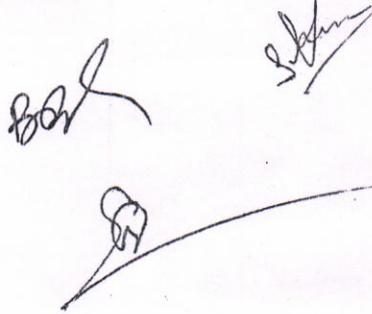
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4/1

2. ਸਾਰੇ ਭਾਗਾਂ ਵਿੱਚੋਂ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
3. ਸਰਲ ਤੇ ਸਪਸ਼ਟ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
4. ਵਰਣਾਤਮਕ ਪ੍ਰਸ਼ਨ ਨਾ ਪੁੱਛੇ ਜਾਣ।
5. ਵਿਦਿਆਰਥੀ ਨੂੰ ਲਿਪੀ ਦਾ ਬੋਧ ਕਰਵਾਉਣ ਲਈ ਧੁਨੀਆਂ, ਲਿਪੀ ਚਿੰਨ੍ਹਾਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ਸਬੰਧੀ ਸੰਖੇਪ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। ਲੋੜ ਅਨੁਸਾਰ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਛੋਟ ਜਾਂ ਚੋਣ ਦੇਣੀ ਲਾਜ਼ਮੀ ਹੈ।
6. ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਦੇ ਸਾਰੇ ਭਾਗਾਂ ਵਿੱਚੋਂ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। ਲੋੜ ਅਨੁਸਾਰ ਚੋਣ ਅਤੇ ਛੋਟ ਦਿੱਤੀ ਜਾਵੇ।

ਸਹਾਇਕ ਪਾਠ ਸਮੱਗਰੀ

1. ਸਤਿਨਾਮ ਸਿੰਘ ਸੰਧੂ, ਆਓ ਪੰਜਾਬੀ ਸਿਖੀਏ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2009. (ਹਿੰਦੀ ਤੋਂ ਪੰਜਾਬੀ ਸਿੱਖਣ ਲਈ)
2. ਸਤਿਨਾਮ ਸਿੰਘ ਸੰਧੂ, ਗੁਰਮੁਖੀ ਸਿੱਖੇ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2011. (ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ ਸਿੱਖਣ ਲਈ)
3. ਸੀਤਾ ਰਾਮ ਬਾਹਰੀ, ਪੰਜਾਬੀ ਸਿਖੀਏ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2002 (ਹਿੰਦੀ)
4. ਰਾਜਵਿੰਦਰ ਸਿੰਘ, ਪੰਜਾਬੀ ਗਿਆਨ ਸੀ.ਡੀ. (ਕੰਪਿਊਟਰ ਐਪਲੀਕੇਸ਼ਨ ਟੂ-ਲਰਨ ਐਂਡ ਟੀਚ ਪੰਜਾਬੀ), ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ 2011.
5. Hardev Bahri, Teach Yourself Punjabi, Publication Bureau, Punjabi University, Patiala, 2011.
6. Henry A. Gleason and Harjeet Singh Gill, A Start in Punjabi, Publication Bureau, Punjabi University, Patiala, 1997.
7. Ujjal Singh Bahri and Paramjit Singh Walia, Introductory Punjabi, Publication Bureau, Punjabi University, Patiala, 2003.




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3/c

B.Voc: (Retail Management) Part - I Sem. - I
BVRM 106: BUSINESS COMMUNICATION

Time allowed : 3 hours Max Marks : 50
Periods per week : 6 External assessment : 35
Pass Marks : 35% Internal Assessment: 15

COURSE CONTENT AND TESTING

Text Prescribed (Literary):

Contemporary English Prose (OUP) edited by K.P.K. Menon

The following Stories/essay are not to be studied;

- (i) Uncle Podger Hangs a Picture
- (ii) Sweets
- (iii) Lectures
- (iv) The Position of Women in Ancient India
- (v) Self Portrait

Testing:

- Q1. (a) One essay-type question with an internal alternative on summary, theme, incident or character in about 250 words.
(b) Four short answer questions to be attempted out of the given six from the prescribed text in about 30 words each.
(c) Comprehension of a prose passage of about 150 words from the prescribed text in the following way:

- (i) Three questions to test the comprehension of the passage.
 - (ii) Meaning of two words/phrases italicized in the passage and use thereof in illustrative sentences.
- 4+4+2 = 10 Marks

Q2. Business Letters

The students may be asked to write a letter of the following types with an internal alternative:

- (a) Placing an order
- (b) Cancelling an order
- (c) Asking for quotations . 5 Marks

Q 3. Preparing Advertisement Copies of the following types:

- (a) Classified Advertisements
- (b) Display/Advertisement for your products and services.

The students should be asked to attempt one of the given two advertisements 4 Marks

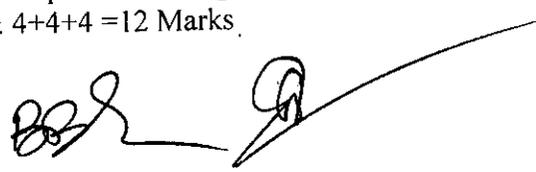
Q 4. Resume Writing

The nature of the job should be specified so as to enable the students to prepare their resume accordingly. 4 Marks

Q5. Grammer and Vocabulary

- (a) Idioms and Phrases (Meaning and Usage)
- (b) Synonyms and Antonyms
- (c) Expanding abbreviations and acronyms pertaining to Commerce, Business, Economics.

The students should be asked to attempt four of the given six from part(a) and eight out of the given ten from part (b) and part (c) each. 4+4+4 =12 Marks



g/c

B.Voc: (Retail Management) Part - I Sem. – I
BVRM-107: WORKSHOP ON COMPUTER APPLICATIONS IN RETAIL

Course Overview: To give an overview about computer, its characteristics and application. To give an Introduction to MS Office and MS-Excel.

GROUP I

Introduction: Definition of computer, characteristics, application of computers, role of computers in retail, input/ output devices(keyboard, mouse, trackball, light pen, cards, printers, plotters, scanner), secondary storage devices(floppy disk, compact disk (CD), hard disk, digital versatile disk (DVD), pen drive, software and its types (system software and application software, translators (compiler, interpreter, assembler).

Introduction to MS Office: MS Word:

GROUP II

Parts of window of word (title bar, menu bar, status bar, ruler), creation of new documents, opening document, inserting a document into another document, page setup, margins, gutters, font properties, alignment, page breaks, header footer, deleting moving replacing editing text in document, saving a document, spell checker, printing a document, creating a table, entering and editing text in tables, changing format of table, height width of row or column, editing, deleting rows, columns in table, borders, shading, templates, wizards, drawing objects, mail merge.

MS-Excel:

Introduction to Worksheet/Spreads, features of excel, describe the excel window, different functions on different data in excel, creation of graphs, editing it and formatting, changing chart type to 2d chart or 3d chart, creation of worksheet, adding, deleting, moving the text in worksheet, linking different sheets, sorting the data, querying the data, filtering the data (auto and advance filters), what-if analysis, printing a worksheet. 20

Pedagogy:

Extensive Use of Technology while using Projectors in Class Rooms and industry learning. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of gender psychology. Working and application of software. Lab. work through instructors and computer experts.

Case study/ Class Assignment / Class discussion in the Class:

Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. Student will go to Hotels for learn hospitality services.

Class Participation:

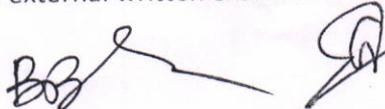
Attendance will be taken in each class and class participation is scored for each student for each class as per Punjabi University, Patiala Norms.

Suggested Readings

1. PC Computing by R.K Taxali.
2. PC Software by Rachpal Singh & Gurinder Singh
3. MS- Office 2000(For Windows) – By Steve Sagman
4. MS- Office Tutorial 2018

SCHEME OF EXAMINATION

- English and Punjabi will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each Semester as per the Academic Calendar notified in advance
- This course will carry 50 marks which shall be reserved for internal assessment.
- The internal assessment marks shall be based on factors such as: (a) Seminar Report (10 marks), Presentation (10 marks), and Attendance and class Participation (10 marks).
- The minimum marks for passing the examination shall be 35 % to be obtained separately both in internal assessment and external written examination.



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SCHEME OF EXAMINATION

- English and Punjabi will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each Semester as per the Academic Calendar notified in advance
- This course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination to be held at the end of semester.
- The duration of written examination shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (10 marks), Written assignments (10 marks), and Attendance and class Participation (10 marks).
- The minimum marks for passing the examination shall be 40% to be obtained separately both in internal assessment and external written examination.

INSTRUCTIONS FOR THE EXTERNAL PAPER SETTER

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of 3 (three) marks each out of which the students will be required to attempt any 10.

