

## Certificate/Diploma Programme in Retail and Sales Management Skills

### Course Objective:

The course's primary objective is for students to get marketing expertise in retailing and retail consultancy. The purpose of the course is to educate students for careers in the retail industry or in the retail departments of consulting firms. Along with teaching students more about retailing and retail consulting, the course aims to encourage the growth of their critical and creative thinking abilities.

### Learning Outcome:

After completion of this course the students will be equip with innovative thinking, creativity, good interpersonal management skills to meet the unique requirements of the retail and sales sector and enhance their proficiency. The course will help learners find jobs in the area of retail and sales management sector which will include jobs like store manager, sales manager, merchandiser, warehouse manager, retail and sales associate, brand manager and many others.

### Duration of the Course:

- 1) Certificate Course: 6 Months
- 2) Diploma Course: 12 months

**Eligibility:** Any student enrolled in degree programme of the College.

### PROGRAMME STRUCTURE

S.No.	Topics	
<b>Topics covered under the Certificate course are Sr. No. 1, 2 and 3</b>		
CODE	COURSE TITLE	CREDITS
1	GC-CRS1 - Retail Management	6
2	GC-CRS2 - Sales Management	6
3	GC-CRS3 - Digital Marketing	6
<b>Topics covered under Diploma course are Sr. No. 1, 2, 3, 4, 5 and 6</b>		
4	GC-CRS4 - Consumer Behaviour	6
5	GC-CRS5 - Service Marketing	6
6	GC-CRS6 - Logistics and Supply Chain Management	6

## GC-CRS1 RETAIL MANAGEMENT

### Learning Objectives:

The course aims to achieve following objectives-

1. To define various concepts related to retailing
2. To analyse the evolution of retail industry
3. To understand the Marketing mix for retail Industry
4. To summarize the key challenges facing retailers

Max.Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

### INSTRUCTIONS FOR THE PAPER SETTER/ EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

### INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

## SECTION A

**Unit I: Introduction to Retail Management:** Meaning of Retail Management, Retail Management Process, Retail Services Retailing- Marketing. Retailer Equation- Marketing concepts applied to retailing-Retailing as a career - Trends in Retailing. Retail Model and Theories of Retail Development- Life cycle and phase in growth of retail markets- Business models in retail- other retail models.

**Unit II:- Retail locations:** Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail location, Measurement of

success of location, Strategy for effective market segmentation, Retail value chain.

**Unit -III - Space Management** – Definition of Space Management, Store layout and Design, Concept, meaning of Visual Merchandising, Various types of Promotions Strategy.

**Unit IV - Retail Marketing Mix** - Concept, component, Retail Marketing Mix, Retail Communication Mix, POP Displays.

## SECTION B

**Unit -V – Customer Relationship:** Relationship Marketing Strategies, CRM, Challenges and Threats in global retailing.

**Unit VI: Retail Scenario:** Retail Environment, Indian Retailing Scenario and Retail Industry at global level.

**Unit VII: Contemporary issues in retail management:** Internationalisation and Globalisation of Retailing, E-retailing, Green retailing.

**Unit VIII:** Retail Pricing Strategy and Retail Research and Development

### Suggested Readings:

1. Levy Michael, Weitz Barton-Retailing Management, V Edition, TataMcGraw Hill, NewYork.
2. BermanBerry,EvansJ.R.-RetailManagement- AStrategicManagementApproach,IXEdition, PearsonEducation, New York.
3. PradhanSwapna-RetailingManagement- TextandCases,IIEdition,TataMcGrawHill,India.
4. NairSuja-RetailManagement,VEdition,HPH,Mumbai.
5. Sinha,Uniyal-ManagingRetailing,OxfordUniversityPress,Delhi
6. Srivastava, S. (2012). Marketing Strategies Adopted By Retailers In Retail Store: A Case Study Of Max Lifestyle Store-Phoenix Mall, Lucknow. IJRFM, 2(2), 12–21.
7. <http://marketingland.com/retail-marketing-strategies-connecting-dots-13967>
8. <http://www.marketingdonut.co.uk/marketing-strategy/the-five-principles-of-retail>

## GC-CRS2 SALES MANAGEMENT

### Learning Objectives:

The course aims to achieve following objectives-

1. Discuss the sales, sales management and related concepts.
2. Explain the structure and objectives of a sales organisation

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

### INSTRUCTIONS FOR THE PAPER SETTER/ EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

### INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

### SECTION A

**Unit 1 -Sales Management:** Objectives and Functions, Setting up a sales organization, Personal Selling, Scope and Importance of Salesmanship, Designing Sales Force, Strategies and Structures, Selling Process and goals of Sales Management, Functions and qualities of Sales Manager

**Unit II - Theories of Selling:** AIDAS, Right Set of circumstances, Buying formula theory. Sale forecasting, Territory Management, Sales Budget, Sales Quota. Procedure of Sales Quota Setting, Sales and Cost Analysis, Sales Territory Management.

**Unit III - Distribution Management,** Design of Distribution Channel, Channel Conflict, Co-operation & Competition

**Unit IV – Marketing systems:** Vertical marketing system, Horizontal Marketing system, Designing Customer Oriented Marketing Channels: Wholesaling, Retailing.

## SECTION B

**Unit V -Logistics** Transportation, Warehousing, Inventory, Order Processing, Market Logistics Decision, SCM, Emerging Trends. Case analysis compulsory

**Unit VI: SalesHRM:** Introduction to Sales Human Resource Management, Recruitment, Selection, Training, Compensation Plans, Performance Appraisal of Work Force, Sales Force Diversity, and Team based Selling Approach

**Unit VII:** Customer Relationship Management, Emerging issues in Sales management and Sales Analytics

**Unit VIII:** Ethical Issues in Selling, Ethical and Social Issues in Sales Force Management.

### Recommended Books

1. Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Johnson, Kurtz and Schueing, Sales Management (McGraw-Hill).
2. Rusell, F.A. Beach and Buskirk, Richard H., Selling: Principles and Practices, Sales force, Richard D. Irwin/McGraw-Hill.
3. Still, Richard R., Cundiff, Edward W., and Govoni, Norman A.P. Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi.
4. Blattberg, Robert C and Neslin, Scott A., Sales Promotions: Concepts, Methods and Strategies. New Jersey: Prentice Hall.

## GC-CRS3 DIGITAL MARKETING

### Learning Objectives:

The course aims to achieve following objectives-

1. To understand the concept of Digital marketing
2. To learn the Business side of Social media
3. To learn Search Engine Optimization, Social Engine Marketing, Social Media Marketing

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

### INSTRUCTIONS FOR THE PAPER SETTER /EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

### INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

## SECTION A

**Unit 1 - Concept of Digital Marketing:** Concept of Digital Marketing – Meaning, Definitions and Concept, Importance and role of Digital Marketing, IMC, its relevance to the Consumer. Segmentation, Positioning and Branding in Digital World. Digital marketing platforms.

**Unit II: Digital Consumer :** Consumer Characteristics and profiles, consumer browsing behaviour Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management.

**Unit – III: Dimensions of Digital Communication Environment**

Dimensions of Digital Communication Environment – Technology, Applications, Marketing and Audiences. Keyword Research and Analysis, Disintermediation and digitization

#### **Unit—IV: Online Marketing Strategies**

Online marketing strategies for customer acquisition, conversion and retention, SEO - On-page and Off-page Optimization, Google Analytics, Website Monetization.

### **SECTION B**

**Unit V: Digital Marketing Decisions-** Product, Price, Distribution and Promotion, Digital Marketing Strategy Formulation and Execution

**Unit – VI-Social Media Management:** Social Media and Networking, Social Media Consumer, SMM - Social Media Submission Sites, Forums & Discussion Sites, Media Sharing Sites, Reviews and Ratings Sites, Social Network Sites, Blogs, Podcasts, Micro Blogging, Wikis

**Unit VII: Digital Marketing Mechanisms:** Search Engines-Google, Bing, Ask, Yahoo Video Hosting and Entertainment -Youtube,Wimeo,AmazonPrime, Netflix, Hotstar. Mobile Phones, E-Mails, Blogs, SocialMedia:Facebook, Instagram, Twitter, Whatsapp.

**Unit – VIII- Digital Promotion:** Digital Promotion and Social Media – Formulation of Digital Marketing plan, Digital Promotional tools – Online advertising and SEM, online Video Advertising, email marketing, mobile marketing, lead generation, crowd sourcing, Website as a form of advertisement and their types.

#### **Suggested Readings:**

1. Seema Gupta,Digital Marketing,McGrawHillEducation
2. PunitSinghBhatia,FundamentalsofDigitalMarketing,Pearson
3. PhilipKotler,Marketing 4.0:Movingfrom TraditionaltoDigital, PublisherWiley

## GC-CRS4–CONSUMER BEHAVIOUR

### Learning Objectives:

The course aims to achieve following objectives-

1. Discuss about various concepts of consumer behaviour.
2. Understand the consumer perception and expectations.
3. Analyse consumer needs and motivation.
4. Discuss various techniques of consumer research.
5. Understand Group Dynamics and consumer reference groups.

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

### INSTRUCTIONS FOR THE PAPER SETTER /EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

### INSTRUCTIONSFORTHECANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

## SECTION A

### Unit -I – Introduction to Consumer Behaviour

Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour, consumer behaviour- interdisciplinary approach. Consumer Rights and Social Responsibility, Trends in Consumer Behaviour

### Unit -II - Consumer's Perceptions & Expectations

Information Gathering & Evaluation, Perceptual Mapping & Positioning, Value perception, Information Search, defining criterion for choice, mapping perceptions and value perceptions of consumers, Mapping attributes, comparison of brands, positioning options, product and promotions related strategies, Consumer Expectations & Perceptions: Satisfaction & Value Post-purchase Processes, Measuring satisfaction and value, Value/Satisfaction.



### **Unit -III- Consumer Needs & Motivation:**

Characteristics of motivation, arousal of motives, theories of needs & motivation: Maslow's hierarchy of needs, McLelland's APA theory, Murray's list of psychogenic needs, Bayton's classification of motives, self-concept & its importance, types of involvement. Personality & Consumer Behaviour: Importance of personality, theories of personality- Freudian theory, Jungian theory, Neo-Freudian theory, Trait theory: Theory of self- images; Role of self-consciousness.

### **Unit -IV- Techniques of Consumer Research**

Various methods and techniques of consumer research, reliability and validity, Personality, Psychographics, Family, Society, Values of perception, Attitude and life styles, Different models of consumer behaviour, Learning, Psychoanalytical, Sociological, Howard Shett, Nicosia, Webster and Wind, Engel, Blackwell and Miniard models.

## **SECTION B**

### **Unit -V-Group Dynamics & consumer reference groups:**

Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups. Family & Consumer Behaviour: Consumer socialization process, consumer roles within a family, purchase influences and role played by children, family life cycle. Social Class & Consumer behaviour: Determinants of social class, measuring & characteristics of social class.

**Unit -VI-Culture and consumer behavior:** The influence of culture on consumer behaviour, characteristics of culture, the measurement of culture personal influence and the opinion leadership process; measurement of opinion leadership

**Unit VII:Opinion Leadership:** Meaning Opinion Leadership, Characteristics of opinion Leaders Measurement of Opinion Leadership, Opinion Leadership and Firm Promotional Strategy

### **Suggested Readings:**

1. Leon G. Schiffman & Leslie L. Kanuk: Consumer Behaviour, Prentice Hall Publication, latest Edition
2. Solomon, M.R.: Consumer Behaviour – Buying, Having, and Being, Pearson Prentice Hall.
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F.: Consumer Behaviour, Cengage Learning.
4. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A: Consumer Behaviour – Building Marketing Strategy, Tata McGraw Hill.
5. Kotler, P. & Keller, K. L.: Marketing Management (Global Edition) Pearson

## GC-CRS5 –SERVICE MARKETING

### Learning Objectives:

The course aims to achieve following objectives-

1. To discuss challenges inherent in managing and delivering quality service.
2. To apply services marketing mix to different service industry sectors.
3. To design service delivery system for improving quality and productivity.

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

### INSTRUCTIONS FOR THE PAPER SETTER/ EXAMINER:

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4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

### INSTRUCTIONSFORTHECANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

## SECTION A

### Unit -1 -Introduction to Services Marketing:

Introduction to Services Marketing, Understanding Service Characteristics: More Intangible than Tangible, Simultaneous Production and Consumption, Less Standardised and Uniform, Perishability. Product versus Services, Classification of Services, Services Marketing Environment.

### Unit -2 - Developing Service Products and Pricing

Planning and Creating Service Products—Designing Service Concepts—Defining Core and Supplementary Products -New Service Development—New Service Categories,

Reengineering Service Processes, Physical Goods as a Source of New Service Ideas - Pricing— Objectives, Strategies, Fairness and Ethical Issues.

### **Unit -3 –Segmentation, Targeting and Positioning -**

STP Strategy for Services: Introduction, need for segmentation of services, bases of segmentation services, segmentation strategies in service marketing, need for targeting and positioning of services, positioning strategies for services, positioning Through Product/Service Delivery Strategies, Positioning Through Pricing Strategies, Positioning Through Distribution Strategies, positioning through Sales Promotion and Advertising, Service Differentiation Strategies.

### **Unit -4 - Marketing, Financial Services**

Banking Industry—Introduction , Insight into Indian Banking Scenario - Classification of Banking Industry - Marketing of Banking Products—Meaning, Need and Marketing Approaches to Banking - Issues and Strategies for Enhancement of Banking Services— Modern Ways to Market Banking Services -Introduction to Insurance Services—Life Insurance and General Insurance in India, Insurance Companies in India -Marketing of Insurance—Role of Insurance Advisor -Mutual Funds Marketing—Concept, Scope and Elements of Mutual Fund Marketing - Product, Pricing , Distribution and Promotion of Mutual Funds - Housing Finance—Issues and Policy Prospects, Private Sector Initiatives.

## **SECTION B**

### **Unit -5 –Service Design and Service Delivery:**

Introduction, Service delivery process, service encounters and Moments of Truth, employee role in service delivery, service employee- criteria, importance and emotional approach, role of service provider, intermediaries involved in in Service Process and Service Delivery.

### **Unit -6–Customer Expectations and Perceptions of Services through Marketing Research, CRM in services.**

Marketing Research and the Service Firm, Scope of Marketing Research in Services, Understanding Customer Expectations , Service Expectations, Factors Influencing Customer Expectations of Service, Managing Customer Service Expectations, Understanding Customer Perceptions

### **Unit -7–Service Quality issues and Models on Service Quality**

Service Quality Issues, Service Quality Models: Gap Model of Service Quality, The Service Triangle Management Model, Service Triangle Marketing Model, SERVQUAL ModelDimensions of Service Qualityand Importance of Quality

**Suggested Readings:**

1. Services Marketing, Zeithaml, Bitner, Gremler & Pandit, TMH Publication.
2. Marketing of Services, Hoffman & Bateson, Cengage Learnings.
3. Services Marketing, Rao, Pearson Education.
4. Services Marketing, Concepts & Cases, Bhattacharjee, Excel Books
5. Service Management, Operations, Strategy, Information Technology, Fitzsimmons & Fitzsimmons, McGraw Hill.

# **GC-CRS6–LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

## **Learning Objectives:**

The course aims to achieve following objectives-

1. To impart conceptual knowledge of Logistics and Supply chain management
2. To acquaint students with the Inventory Management
3. To help students gain knowledge of relationship between E-Commerce and Logistics and supply chain management

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

## **INSTRUCTIONS FOR THE PAPER SETTER/ EXAMINER:**

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
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5. The duration of each paper will be three hours.

## **INSTRUCTIONS FOR THE CANDIDATES:**

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

## **SECTION A**

### **Unit -I –Logistics :**

Evolution, Objectives, Components and Functions of Logistics Management, Distribution related Issues and Challenges; Gaining competitive advantage through Logistics Management, Transportation- Functions, Costs, and Mode; Network and Decision, Containerization, Cross docking.

### **Unit -II -Supply Chain :**

Concepts: Objectives of a Supply Chain, Stages of Supply chain, Value Chain Process, Cycle view of Supply Chain Process, Key issues in SCM, logistics & SCM, Supply Chain Drivers

and obstacles, Supply chain strategies, strategic fit, Best practices in SCM, Obstacles of streamlined SCM.

#### **Unit -III- Dynamics of supply chain:**

Supply Chain Integration, Push-based, Pull-based and Push, Pull based supply chain, Demand Forecasting in a Supply Chain, Managing inventory in SC environment: Transportation in SC environment. Strategic Alliances, Third party and fourth party logistics, Retailer- Supplier partnerships (RSP), Supplier evaluation and selection, Use of best practices and Information Technology (IT) in Supply Chain Management.

#### **Unit -4 - Supply Chain Performance:**

Introduction, Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement, SCOR Model. Demand chain management, Global Supply chain Challenges in establishing Global Supply Chain, Factors that influences designing Global Supply Chain Network.

### **SECTION B**

#### **Unit-5: Transportation**

Transportation Infrastructure; Transport Functionality, Principles & Participants, Regulations, Transport Structure, Transport Service, Transport Operations; Transport Economics and Pricing, Transportation Administration, Documentation.

#### **Unit 6: Supply Chain Logistics Administration**

Relationship Development and Management, Operational, Financial and Social Performance

**Unit -7 –Recent trends in Logistics and Supply Chain Management Logistics Information System:** Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management, Requirements of Logistics in E-Commerce, E-Logistics Structure and Operation.

#### **Suggested Readings:**

1. Ayers, J. B. (2006). Handbook of supply chain management (2nd ed.). Florida: Auerbach Publication.
2. Ballou, R. H., & Srivastava, S. K. (2008). Business logistics/ supply chain management (5th ed.). New Delhi: Pearson Education.
3. Chopra, S., & Meindl, P. (2007). Supply chain management: Strategy, planning and operation (3rd ed.). New Delhi: Pearson Education.
4. Coyle, J. J., Bardi, L. J., & Langley, C. J. (2008). The management of business logistics (7th ed.). USA: South-Western.
5. Dornier, P. P., Ernst, R., Fender, M., & Kouvelis, P. (1998). Global Operations Management and Logistics: Text and Cases. New York: John Wiley & Sons.