

Markanda National College Shahabad Markanda

Ladwa Road Shahabad



Value Added Course

Session -2022-23

- Title** : **Retailing**
Code : **CR22, DR22, AR22**
- Certification** : **Grading Pattern**
- Duration** : **One Year**
- Mode of Assessment** : **Pen and Paper**
- Offered By** : **Department of Commerce**
Markanda National College Shahabad
Markanda

Course Coordinator: Sh. S S Kajal

Principal
Markanda National College
Shahabad Markanda (Haryana)

Markanda National College Shahabad Markanda

Ladwa Road Shahabad

The final certificate of completion will be awarded in grade point system given below.

S. No	Percentage of Marks	Grade
1	85 % and above	A+
2	75% to 84%	A
3	65% to 74%	B
4	50% to 64 %	C
5	40% to 50 %	D
6	Below 40%	No Grade

L.

Approved by P.C.

H.C
5 Marks of
Voc Retailing File

CERTIFICATE COURSE IN RETAILING
(W.E.F. 2007-08)

Duration of Course : One Year
 Eligibility : Bona fide student of any undergraduate class
 Admission Procedure: Admission shall be made by the college at its own level on merit basis.
 Medium of Instruction : English/Hindi
 Medium of Examination : English/Hindi
 Examination System : Annual
 Intake Capacity : 30 Per unit

Receipt No 91/92
 Date 11-8-07
 * Initial M
 3-2-11 10:00

Mr. K. J. J. U

Learning plan : Theory class 4 hours/Week
 Seminar/G.D 1 hour/Week

Paper I (Theory) : Introduction to Retailing

M.M. : 50
 Time: 3 hrs.

Note: The paper setter shall set nine questions.
 The first question will consist of five short answer type questions carrying (2) marks each and covering the entire syllabus. The answer to each part shall not exceed 50-60 words. This question will be compulsory for the students. Four questions each from Unit (I) & (II) of the syllabus shall be set in addition to compulsory question no.1. The students will be required to answer two questions from each unit. Each question shall carry 10 marks.

UNIT-I

Retail in India—Evaluation, Driver of Retail Change, Size of Retail, FDI in Retail, Challenges to Retail development in India. Location of Retail Institutions: Trading Area Analysis.
Retailing - Definition, Functions of retailer, Marketing-retail equation, Significance of an industry, Global retail scenario key issue, Global Retailers.
Organization - Structure in Retail Institutions - Classifying retail institution according to ownership Store brand and Non-store brand retail organizations, Process of setting up a retail organization.

UNIT - II

Franchising - Concept evolution & types of Franchising, Advantage & disadvantage, Legal issues in Franchising in India, International Franchising scene.
Retail Strategic Planning - Behaviour of retail consumer, need for studying consumer behaviour, Factors influencing behaviour, Customer decision making process, Market Research - Prior and after setting up a Retail Store, Planning for Global Retailing.

Paper II (Viva-Voce) M.M.: 50

Paper III (Project Report) M.M.: 50

The student shall prepare a Project Report in connection with any one of the Topics prescribed in syllabus.

Books Recommended:

- A.J. Lamba - The art of Retailing
- David Walter & Jack - Retail Strategy - Planning & Control.
- ✓ Levy Michael & Weitz Bortonw - Retailing Management - Tata McGraw Hill.
- ✓ Swarna Pradhan Retailing Management - Tata McGraw Hill.
- Danne, Robert & David - Retailing - Thomson Learning.

Good

10-06-07

Diploma Course in Retailing

Duration of Course	:	1 Year	
Eligibility	:	Bona-fide student of any undergraduate class. and has passed Certificate Course In Retailing.	
Admission Procedure	:	Admission shall be made by the college at its own level on merit basis.	
Medium of Instruction	:	English/Hindi	
Medium of Examination	:	English/Hindi	
Examination System	:	Annual	
Intake Capacity	:	30 per unit	
Teaching Plan	:	Theory Classes	4 Hours//Week
Teaching Plan	:	Seminar/GD	1 Hour/Week

Paper - II : Retail Merchandising and Logistics Management

- Concept & Evolution of Merchandising, Role and functions of merchandiser, Sales forecasting, Merchandise Planning, Concept and process of Merchandise Planning.
- Assortment planning, Branding decisions, Merchandise budget plan.
- Buying operation, Merchandising source vendor selections and rating, Negotiations with vendor, Terms of purchase, Analyzing vendor performance.
- Retail Pricing: Concept, Determinates & Strategies, Merchandise performance on line purchasing, Purchasing through tender, Auction purchase, Purchasing cycle, Legal issues in purchasing.

Books Recommended:

1. Retail Merchandising: Riseh E.H.
2. Purchasing and Material Management - Gopal Krishan
Tata Mcgraw Hill.
3. Retail operations: Management - A strategize Approach - Harris D and
Wats D.

Books Recommended:

- 1 Physical Distribution Management : Bowers ox and others, Tata Mcgraw Hill.
- 2 Strategy Planning in logistics and Transportation - Cooper & Kogan Page London.
- 3 Physical Distribution Management : Khanna K.K.
Himalya Ph. House, New Delhi.
- 4 Logistics and Supply Chain Management : Kapoor, Satish and Purva
Kansal Plerson Education New Delhi.
- 5 Retail Marketing Management: Gilbert David.
Pearson Ed.
- 6 Retailing Management : Swapna Pradhan : Tata Mcgraw Hill.

Advance Diploma Course in Retailing

Duration of Course	:	I Year	
Eligibility	:	Bona-fide student of any undergraduate class. and has passed Certificate Course in Retailing.	
Admission Procedure	:	Admission shall be made by the college at its own level on merit basis.	
Medium of Instruction	:	English/Hindi	
Medium of Examination	:	English/Hindi	
Examination System	:	Annual	
Intake Capacity	:	30 per unit	
Teaching Plan	:	Theory Classes	4 Hours/Week
Teaching Plan	:	Seminar/GD	1 Hour/Week

Unit-I

Paper -III Retail Mangement

1. Retail Marketing : Concept and Functions, Retail Environment, Retail Marketing Planning, Retail consumer behavior, Retail product decisions, Retail brand Management, Retail pricing, Retail Marketing Mix, Retail Communication Mix, Retail distribution and channel decisions.
2. Human Resources Management in Retailing: Selection, Training, Compensation, Motivating and Supervisory retail personal.
3. Retail Store Design: Importance, Exterior and Interior Store design layout; Selection of layout, Retail Management information system.

Unit-II

4. Logistics : Nature, Scope and importance, Role of logistics in a firm, Supply chain management, Supply chain Integration.
5. Customer Service : Transportation , Documentation, Inventory Control, Warehousing.

Paper - II

Viva-Voce

Max. Marks : 50

Paper -III

Project Report

Max. Marks : 50

Advance Diploma Course in Retailing

Duration of Course	:	1 Year	
Eligibility	:	Bona-fide student of any undergraduate class.	
Admission Procedure	:	and has passed Certificate Course In Retailing.	
	:	Admission shall be made by the college at its	
	:	own level on merit basis.	
Medium of Instruction	:	English/Hindi	
Medium of Examination	:	English/Hindi	
Examination System	:	Annual	
Intake Capacity	:	30 per unit	
Teaching Plan	:	Theory Classes	4 Hours/Week
Teaching Plan	:	Seminar/GD	1 Hour/Week

Unit-I

Paper -III Retail Mangement

1. Retail Marketing : Concept and Functions, Retail Environment, Retail Marketing Planning, Retail consumer behavior, Retail product decisions, Retail brand Management, Retail pricing, Retail Marketing Mix, Retail Communication Mix, Retail distribution and channel decisions.
2. Human Resources Management In Retailing: Selection, Training, Compensation, Motivating and Supervisory retail personal.
3. Retail Store Design: Importance, Exterior and Interior Store design layout, Selection of layout, Retail Management information system.

Unit-II

4. Logistics : Nature, Scope and Importance, Role of logistics in a firm, Supply chain management, Supply chain Integration.
5. Customer Service : Transportation , Documentation, Inventory Control, Warehousing.

Paper - II

Viva-Voce

Max. Marks : 50

Paper -III

Project Report

Max. Marks : 50

Books Recommended:

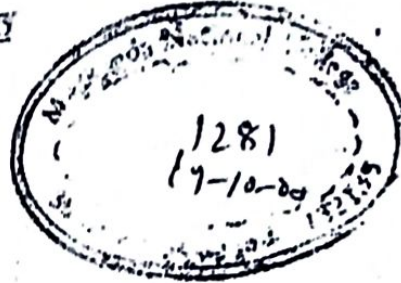
- 1 Physical Distribution Management : Bowers ox and others, Tata Mcgraw Hill.
- 2 Strategy Planning in logistics and Transportation - Cooper & Kogan Page London.
- 3 Physical Distribution Management : Khanna K.K.
Himalya Ph. House, New Delhi.
- 4 Logistics and Supply Chain Management : Kapoor, Satish and Purva Kansal Plerson Education New Delhi.
- 5 Retail Marketing Management: Gilbert David.
Pearson Ed.
- 6 Retailing Management : Swapna Pradhan : Tata Mcgraw Hill.

M.C.
*Career oriented
vocational courses*
10.10.2005

KURUKSHETRA UNIVERSITY KURUKSHETRA

No.ACR-I/343/05/24239-310

Dated : 10.10.2005



To

- (1) The Dean of Colleges.
- (2) The Principals of all the colleges recognised/maintained by the University.

Sir/Madam,

This is to inform you that the Vice-Chancellor has approved under Section 11(5) of the K.U. Act, 1986, the new Ordinance-Certificate/Diploma/Advanced Diploma in Career Oriented Courses (Add on Courses) Examination w.e.f. the academic session 2004-05, as per Annexure-I.

Further necessary action may please be taken accordingly.

Yours faithfully,

Encls: As above.

[Signature]
Deputy Registrar (Academic)

Endst. No. ACR-I/343/05/24311-318 Dated : 10.10.2005

Copy of the above alongwith Annexure-I, is forwarded to the following for information and necessary action:-

1. Controller of Examinations.
2. Deputy/Assistant Registrar (Secrecy/Conduct/R-I/II/III).
3. Assistant Registrar (Regn. & Sch.).

ORINANCE- CERTIFICATE/DIPLOMA/ADVANCED DIPLOMA IN CAREER ORINATED COURSES (ADD ON COURSES) EXAMINATION (w.e.f the Academic Session 2004 05)

1. There shall be the examinations for-
 - (i) Certificate in Career Oriented Course;
 - (ii) Diploma in Career Oriented Course; and
 - (iii) Advanced Diploma in Career Oriented Course.

✓ The duration of the course for each examination shall be six months.
 These courses will be pursued sequentially i.e. Certificate Course, Diploma Course and Advanced Diploma Course.

2.1 The examination shall be held once a year, ordinarily in the month of April/May on such dates as may be notified by the Controller of Examinations.

2.2 For candidates placed under compartment a Supplementary Examination shall be held ordinarily in the month of September of the same year, on such dates as may be notified by the Controller of Examinations.

3. The last date(s) by which the admission examination forms and fees must reach the Controller of Examinations shall be as per schedule at Appendix-I.

4. A person who has joined Under-graduation in any discipline, shall be eligible to join as under:-

- | | |
|---|--|
| (i) Certificate in Career Oriented Course: | Alongwith B.A./B.Sc./B.Com. etc. —
Part-I/II/III. |
| (ii) Diploma in Career Oriented Course: | Alongwith B.A./B.Sc./B.Com. etc. —
Part-II/III. |
| (iii) Advanced Diploma in Career Oriented Course. | Alongwith B.A./B.Sc./B.Com. etc. —
Part-III |

5. A person, who has passed Certificate Course/Diploma Course, shall be eligible to join Diploma Course/Advanced Diploma Course respectively. This is in relaxation of Clause 12 below.

6. A person, who possesses the qualifications as laid down in Clause 5 above, has remained on the rolls of recognized College/Institution for the academic year preceding the examination and produces the following

certificates signed by the Principal of the College/Head of the Institution concerned, shall be eligible to appear in the examination:-

(a) of good character;

(b) of having attending not less than 75% of the full course of lectures delivered in each paper and practical separately (the course to be counted up to the last day when the classes disperse for preparatory holidays viz., 7 working days before the commencement of the examination).

✓ 7. A deficiency in the prescribed course (lectures and practicals) may be condoned by the Principal of the College/Head of the Institution concerned, as under:-

(a) Lectures : Upto 15% of the lectures delivered in each subject

(b) Practicals : Up to 5% in each subject.

8. Every candidate shall be examined according to the Scheme of Examinations and Syllabi as approved by the Academic Council from time to time. A candidate who fails in an examination, or, having been eligible fails to appear in an examination, shall, unless approved otherwise by the Academic Council, take the examination as an ex-student according to the syllabus prescribed by the University for Regular students appearing for that examination, provided that the syllabi for the candidates for the Supplementary Examination to be held in September/October, shall be the same as was in force for the regular students in the last Annual Examinations.

9. The medium of instruction and examination shall be English/Hindi.

10. A candidate of Certificate/Diploma/Advanced Diploma Course shall be required to submit two copies of their Field Work/Project Work/Training Report, wherever prescribed, to the Controller of Examinations by 31st of May every year. The Project Report is to be evaluated by an External Examiner.

11. A student who has completed the prescribed course of instruction in a recognized college/institute for Certificate/Diploma/Advanced Diploma Examination, as the case may be, but does not appear in it, or having

appeared fails, may be allowed on the recommendations of the Principal of the College concerned, three consecutive chances, to appear in the examination, as an ex-student without attending a fresh course of instruction.

12. A candidate, who is placed under Compartment in one subject only in Certificate/Diploma Course, may be allowed to read for the next higher class i.e. Diploma/Advanced Diploma; as the case may be, in Career Oriented Courses and to clear the compartment subject in two consecutive chances, but if he/she fails to pass or fails to appear for the compartmental subject at the second chance, his/her result for higher class i.e. Diploma/Advanced Diploma, as the case may be, unless he/she has passed in that examination, be cancelled and he/she shall not be allowed to appear for the same till he/she has passed the Certificate/Diploma Examination. If he/she has passed in the higher examination i.e. Diploma/Advanced Diploma, as the case may be, his result for the same shall be declared provisionally subject to his/her passing the lower the examination i.e. Certificate/Diploma in the number of chances normally allowed under Clause 11 as an ex-student, but while he takes these chances, he/she shall not be allowed to study for any higher course i.e. Diploma/Advanced Diploma.

13. The amount of examination fee to be paid by a candidate shall be as prescribed by the University from time to time: A candidate who re-appears in one of more paper(s) shall pay examination fee as for the whole examination.

14. The minimum number of marks to pass the examination shall be 35% in each individual paper of the Career-Oriented Course.

15. As soon as possible, after termination of the examination, the Controller of Examinations, shall publish the result of the candidates and issue Detailed-Marks-Cards.

ACR-I/343

307915

MARKANDA NATIONAL COLLEGE, SHAHABAD(M)

RECEIPT SUMMARY FOR
ACCOUNTHEAD Retailing Fee

Session (2022-23)

ADMISSION NO	NAME	CLASS	AMOUNT
120211003002	ANJU RANI	B. COM. III	400
120211003026	NANCY	B. COM. III	500
1212112002155	HARSHDEEP	B.A. II (Boys)	400
1212112002197	RAVNEET	B.A. II (Boys)	400
1212112002219	JATINDER	B.A. II (Boys)	400
1212112003019	MANNAT SINGH	B. Com. II (Boys)	400
1212112003049	SHUBHAM	B. Com. II (Boys)	400
1222112003001	PALAK	B. Com. I (Girls)	400
1222112003003	KHUSHPREET	B. Com. I (Girls)	400
1222112003006	MICHAEL	B. Com. I (Boys)	400
1222112003008	SUNEHA	B. Com. I (Girls)	400
1222112003009	NEHA	B. Com. I (Girls)	400
1222112003011	MAHAK	B. Com. I (Girls)	400
1222112003012	NIKHIL	B. Com. I (Boys)	400
1222112003013	SIMRAN	B. Com. I (Girls)	400
1222112003016	AASTHA	B. Com. I (Girls)	400
1222112003017	PRABHLEEN	B. Com. I (Girls)	400
1222112003019	MANPREET	B. Com. I (Girls)	400
1222112003021	HEMANT	B. Com. I (Boys)	400
1222112003026	GURLEEN	B. Com. I (Girls)	400
1222112003036	TANU	B. Com. I (Girls)	400
1222112003037	DEVANSHI	B. Com. I (Girls)	400
1222112003038	ANKITA DEVI	B. Com. I (Girls)	400
1222112003043	TANISH KUMAR	B. Com. I (Boys)	400
1222112003045	NIKITA	B. Com. I (Girls)	400
1222112003056	MUSKAN	B. Com. I (Girls)	400
1222112003063	TAMANNA	B. Com. I (Girls)	400
1222112003064	NEERAJ	B. Com. I (Boys)	400
1222112003065	RAHUL	B. Com. I (Boys)	400
1222112003068	NINAKSHI	B. Com. I (Girls)	400
1222112003069	PALAK	B. Com. I (Girls)	400
1222112003070	SANIYA	B. Com. I (Girls)	400

TOTAL AMOUNT

12900

Total No. of Records

32

seen
Ashu Kumar

MARKANDA NATIONAL COLLEGE, SHAHABAD(M)

RECEIPT SUMMARY FOR *Session 2022-23*
ACCOUNTHEAD RETAILING DIPLOMA FEE

ADMISSION NO	NAME	CLASS	AMOUNT
120211003026	NANCY	B. COM. III	400
TOTAL AMOUNT			400
Total No. of Records		1	

seen
Ash Kumar

22-23

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MARKANDA NATIONAL COLLEGE,
SHAHABAD MARKANDA

RESULT SHEET OF STUDENTS OF ADVANCE DIPLOMA OF RETAILING 2022-23

Page Attendance

Sr. NO	College Roll No	Name	Father Name	Class	Marks Obtained	Max. Marks	
1	120211003026	NANCY	NARESH KUMAR	B. COM. III (GIRLS)	118	150	90
2	120211003029	Angi Ram	Gautam Kumar	B.Com III (Boys)	115	150	90

Ashok Kumar
(Dr. Ashok Kumar)
Principal

S. S. Kajal
(Prof. S. S. Kajal)
Convener



MARKANDA NATIONAL COLLEGE

Ph.: - 01744-240152

Shahabad – Markanda – 136135 (Kurukshetra)

Dated 18-05-2023

Notice

The students of B.com/B.A/B.sc 1st, 2nd, 3rd are hereby informed that examination of Retailing Certificate /diploma/Advance Diploma course will be held on 20-05-2023 at 9:30 Am to 12:30PM in the commerce department. Students are directed to bring college identity card in the Examination Hall.

Coordinator


S.S Kajal

Principal

MARKANDA NATIONAL C440LLEGE,
SHAHABAD MARKANDA

RESULT SHEET OF STUDENTS OF DIPLOMA OF RETAILING 2022-23

Sr.NO	College Roll No	Name	Father Name	Class	Marks Obtained	Max. Marks	Attendance %
1	120211003026	NANCY	NARESH KUAMAR	B. COM. III (GIRLS)	106	150	90
2							


(Dr. Ashok Kumar)
Principal


(Prof. S.S. Kajal)
Convener

Serial No. 18

Roll No. 220023602

Regd. No. 22-MS-296



MARKANDA NATIONAL COLLEGE

SHAHABAD MARKANDA

Affiliated to

KURUKSHETRA UNIVERSITY, KURUKSHETRA



CERTIFICATE

RESULT - CUM - DETAILED MARKS CARD

Course in Retailing

Session 2022-23

Certified that Manpreet Kaur
son/daughter of Shri Nirmal has appeared in the Certificate /
Diploma / Advance Diploma Course through Career Oriented Add-on-Courses scheme in
Certificate Course in Retailing Examination of this college
held in May, 2023

Sr. No.	SUBJECT	Maximum Marks	Minimum Pass Marks	Marks Obtained
1.	Theory	50	17	31
2.	Project-Report	50	17	35
3.	Viva-voce	50	17	39
4.				
Aggregate		150		105

Marks obtained (in words) one hundred + five marks

Result (Pass/Fail) Pass

Suj
CO-ORDINATOR
Prepared by S.S. Kajal
Checked by Sura
Dated 20-5-2023

Ash Kumar
PRINCIPAL
Principal
Markanda National College
Shahabad Markanda

Serial No. 31

Roll No. 220822608
Regd. No. 22-PLA-348



MARKANDA NATIONAL COLLEGE



SHAHABAD MARKANDA

Affiliated to

KURUKSHETRA UNIVERSITY, KURUKSHETRA

CERTIFICATE

RESULT - CUM - DETAILED MARKS CARD

Course In Retailing

Session 2022-23

Certified that Palak
son/daughter of Shri Vikas Kumar has appeared in the Certificate /
Diploma / Advance Diploma Course through Career Oriented Add-on-Courses scheme in
Certificate Course in Retailing Examination of this college
held in

Sr. No.	SUBJECT	Maximum Marks	Minimum Pass Marks	Marks Obtained
1.	<u>Theory</u>	<u>50</u>	<u>17</u>	<u>38</u>
2.	<u>Project-report</u>	<u>50</u>	<u>17</u>	<u>40</u>
3.	<u>Viva-voce</u>	<u>50</u>	<u>17</u>	<u>32</u>
4.				
	Aggregate			<u>110</u>

Marks obtained (in words) one hundred + ten marks

Result (Pass/Fail)

Surya
CO-ORDINATOR

Prepared by S. S. Kajal

Checked by Surya

Dated 20-5-2023

Ash Kumar
PRINCIPAL

Principal
Markanda National College
Shahabad Markanda (Haryana)

OFFICE SEAL

Serial No. 01

Roll No. 201021836

Regd. No. 20-MS-212



MARKANDA NATIONAL COLLEGE



SHAHABAD MARKANDA

Affiliated to

KURUKSHETRA UNIVERSITY, KURUKSHETRA

CERTIFICATE

RESULT - CUM - DETAILED MARKS CARD

Course in Retailing

Session 2022-23

Certified that Nancy
 son/daughter of Shri Naresh Kumar has appeared in the Certificate /
 Diploma / Advance Diploma Course through Career Oriented Add-on-Courses scheme in
Advance diploma in Retailing Examination of this college
 held in May, 2023

Sr. No.	SUBJECT	Maximum Marks	Minimum Pass Marks	Marks Obtained
1.	<u>Theory</u>	<u>50</u>	<u>17</u>	<u>40</u>
2.	<u>Project - Report</u>	<u>50</u>	<u>17</u>	<u>45</u>
3.	<u>Viva-Voce</u>	<u>50</u>	<u>17</u>	<u>27</u>
4.				
	<u>Aggregate</u>	<u>150</u>	<u>51</u>	<u>112</u>

Marks obtained (in words) one hundred & twelve marks

Result (Pass/Fail)

CO-ORDINATOR

Prepared by S. S. Kojal

Checked by Suresh

Dated 20/5/2023

Ash Kumar
 PRINCIPAL

Principal
 Markanda National College
 Shahabad Markanda (Haryana)
 OFFICE SEAL

Marked by me

Scholarship To UG/PG

Serial No. 62

Roll No. 201021804

Regd. No. 20-MS-235



MARKANDA NATIONAL COLLEGE



SHAHABAD MARKANDA

Affiliated to

KURUKSHETRA UNIVERSITY, KURUKSHETRA

CERTIFICATE

RESULT - CUM - DETAILED MARKS CARD

Course in Advance Diploma in Retailing

Session 2022-23

Certified that Anju Rani
son/daughter of Shri Gautam Kumar has appeared in the Certificate /
Diploma / Advance Diploma Course through Career Oriented Add-on-Courses scheme in
Retailing Examination of this college
held in May-2023

Sr. No.	SUBJECT	Maximum Marks	Minimum Pass Marks	Marks Obtained
1.	Theory	50	17	45
2.	Project-Report	50	17	38
3.	VIVA-VOCE	50	17	30
4.				
Aggregate		150	51	113

Marks obtained (in words) one hundred thirteen only marks

Result (Pass/Fail) Pass

CO-ORDINATOR

Prepared by S. E. Kojal

Checked by Suresh

Dated 20/5/23

Ashu Kumar
PRINCIPAL

Principal
Markanda National College
Shahabad Markanda (Hariana)
OFFICE SEAL