

### **C 3- Certificate Course in Retailing -**

#### **Nomenclature of Papers –**

0. For Certificate Course –Retailing – Paper I, II and Paper III
0. For Diploma Course – Retailing – Paper I, II and Paper III
0. For Advanced Diploma Course – Retailing – Paper I, II and Paper III

#### **Objectives –**

0. To create awareness among the students regarding the concept of Retail Trade, Retailing, Retailer and Salesmanship.
0. To create awareness among the students regarding the Self-Employment.
0. To study the consumption habits of the customers.

#### **Paper I- Fundamentals of Retailing**

- Unit No. I : Introduction- Meaning-Definitions-Features and Importance of Retailing- Retailing in Competitive Business World.
- Unit No. II : Terms Used in Retailing -Retail –Retailer –Retailing-Trade- Business Products – Consumer – Goods and Services –Needs, Wants and Demands – Cash and Credit transactions.
- Unit No. III : Retail Trade- Meaning – Definitions – Features of Retail Trade – Aids to Retail Trade – Role of Retailer in the Society.
- Unit No.IV : Office Management in Retailing- Office-Organisation of an Office –Different Sections in Modern Office – Filing and Indexing – Utility of Computer.

Unit No.V : Forms of Retailing- Fixed Shops- Departmental Stores- Chain Shops – Co-operative Stores- Mail Order – Advantages and Disadvantages of each form of Retailing.

Unit No. VI : Entrepreneurship and Retailing- Meaning of Entrepreneur – Characteristics of Entrepreneur – Role of Entrepreneur in the Society. –Factors Influencing Entrepreneurship.

Unit No. VII: Customer and Retailing- Customer- Types of Customers – Customers, Behaviour - Factors affecting customers behaviour – Characteristics of rural customer.

## **Paper II- Marketing of Goods and Services**

Unit No. I : Salesmanship- Personal Salesman – Qualities of Successful Personal Salesman –Duties and Responsibilities of Retailer as a Salesman – Problems of Personal Salesman.

Unit No.II : Advertising and Publicity- Difference Between Advertising and Publicity- Various Types of Media of Advertising – Effective Media of Advertising in Rural Area.

Unit No.III : Retailing of Goods- Classification of Goods – Industrial Goods- Agricultural Goods – Nature and Problems of Various Types of Goods.

Unit No. IV : Retailing of Services- Concept of Services – Types of Services- Problems of Services – Importance of Services in Modern Business World.

Unit No. V : Consultancy Services- Need and importance of

Consultancy Services- Tax Planning and Saving  
Consultant – Marketing Consultant – Investment  
Consultant – Management Consultant – Advertising  
Consultant – Qualities of Good Consultant.

Unit No. VI : Pricing Policy- Pricing of Goods and Services – Factors  
affecting the Price of Product/Service –Determination of  
Price – Pricing Problems.

### **Paper III- Retailing (Practical /Field Work)**

Unit No. I : Visit to concerned Field /Department / Place.

Unit No. II : Search of Market / Consumer.

Unit No. III : Survey/ Data Collection of Consumption of Goods and  
Services.

Unit No. IV : Determination of Consumption Ratio of Goods and  
Services.

Unit No. V : Project Identification.

Unit No. VI : Preparation of Project Report for Retailing of particulars  
of Goods and Service.

Unit No. VII: Report writing of Small -Scale Unit.

### **Break – up of Practical Marks.**

Practical / Field Work –	30 Marks
Work Experience –	40 Marks
Project Report –	30 Marks
Total	<u>100 Marks</u>

### **A) Practical / Field work – 30 marks**

Practical will be held on the following aspects

- Survey and Data collection related with any unit of Theory Papers.

- . Filling of Various Documents Used in Retailing
- . Preparation of Visit Report
- . Demonstration of Sales / Advertisement
- . Use of Computer and E-mail Facilities

**B) Work Experience – 40 Marks**

- i. Internal Evaluation - 20 Marks
- ii. Work Experience (15 days) – 20 Marks [Certificate of Experience is required]

**C) Project Report – 30 Marks**

- . Project Report
- . Viva-Voce