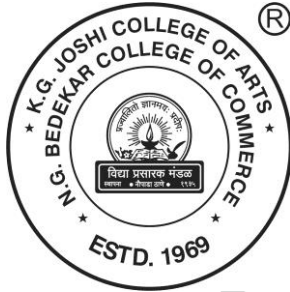


Agenda No. 2.03 in AC and

Date: 23/02/22



Vidya Prasarak Mandal's

**K.G. Joshi College of Arts and N.G. Bedekar College of
Commerce, Thane**

(Autonomous)

(Affiliated to University of Mumbai)

Programme: B. Voc. in Sales and Marketing Management

Specific Programme: B. Voc. in Sales and Marketing Management

JBCUBVOC

Syllabus for SYB.Voc. in Sales and Marketing Management

Year of Establishment: 2020-21

Year of Upgrading: 2022-2023

Specific Programme: B. Voc. in Sales and Marketing Management

JBCUBVOC

PREAMBLE

Skills and Knowledge are the driving forces of economic growth and social development for any country. Presently, the country faces a demand-supply mismatch as the economy needs more 'skilled' workforce than that is available. To expand the scope of vocational education and to create a skilled 'industry fit' skilled workforce University Grant Commission launched B.Voc programme.

B.Voc. with two specialised domains Sales and Marketing acquaints the students with different areas of trade and commerce in general and retail trade in particular. B.Voc. in Sales and Marketing is a perfect blend of skill component and general component. The skill component is designed by RASCI (Retailers Sector Skill Council of India) under the aegis of NSDC (National Skill Development Corporation). Internship programmes at every semester, regular dialogue with industry partners, learning of different job oriented subjects like Field Sales Management, Marketing Management, Marketing Research, Retailing etc. make the students ready to fulfil the requirements of job markets leading to their career growth and holistic development .



Eligibility: A student must have successfully cleared the HSC (12th) examination.

Programme Duration: Three years (Entire B.Voc Course)

Mode of Delivery: Offline (Online, in case of emergency)

Credit Based Semester and Grading System

with effect from the academic year 2022-2023

B.Voc. Sales and Marketing Management-JBCUBVOC

Programme Outcomes

PO	PSO Description
PO1	To provide the mobility between vocational and general education of Sales and Marketing by alignment of degree with NSQF(National Skill Qualification Framework)
PO2	To provide Recognition of Prior Learning (RPL) allowing transition from non formal to organised job market.
PO3	To allocate standardised, consistent, nationally acceptable outcomes of training across the country through a national quality assurance framework
PO4	To allow global mobility of skilled workforce from India through international equivalence of NSQF.
PO5	To execute mapping of progression pathways within sectors and cross sectorly.

Programme Specific Outcomes

PSO	PSO Description
PSO1	To provide judicious mix of skills relating to a profession and appropriate content of general education
PSO2	To sharpen the professional skills of the learners in order to enhance employability and meet industry requirements.
PSO3	To make the learners aware about concepts of marketing management, Sales management, retail, consumer behaviour, supply chain and logistics management and recent trends and developments in it
PSO4	To give a working knowledge in respect of Business Law, Information Technology, management accounting, Business Statistics, Business Mathematics
PSO5	To equip the learners to become a part of the global workforce
PSO6	To acquaint the learners with Sales and Marketing strategies to be implemented in different sectors

Department of B.Voc. in Sales and Marketing Management

S.Y.B.VOC. IN SALES AND MARKETING MANAGEMENT

SEMESTER-III

Course	Course Nomenclature	Type of Paper	Course Code	Credits
1	Business Law-I	General	JBCUBVOC301	4
2	Information Technology in B.Voc. Sales & Marketing Management	General	JBCUBVOC302	4
3	Quantitative Methods-II	General	JBCUBVOC303	4
4	Industrial Marketing	Skill	JBCUBVOC304	4
5	Customer Relationship Management	Skill	JBCUBVOC305	4
6	Retail Management-III	Skill	JBCUBVOC306	4
7	Industry Interaction Report- II	Skill	JBCUBVOC307	6
			Total Credits	30

S.Y.B.VOC. IN SALES AND MARKETING MANAGEMENT

SEMESTER-III

Course Code:JBCUBVOC301

Course Nomenclature: Business Law-I

Course Outcomes:

- To provide a conceptual study about the framework of Indian Business Laws.
- To orient students about the legal aspects of business
- To familiarize the students with case law studies related to Business Laws of Semester III.

UNI I:Indian Contract Act, 1872

(15 Lectures)

- Essentials of Contract, Agreement and Contract, Offer and Acceptance, Consideration Capacity to Contract, Concept of E-Contract
- Consent (Ss.13, 14-18, 39.53, 55, 66)-Agreements in which consent is not free - Coercion, Undue Influence, Misrepresentation Fraud, Mistake.
- Void Agreements (S. 24-30) – Concept, Void Agreements under Indian Contract Act

UNI II: Special Contracts

(15 Lectures)

- **Law of Indemnity & Guarantee** (Ss. 124-125, Ss. 126-129, 132-147) – Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety.
- **Law of Bailment** (S. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee
- **Law of Pledge** – Concept, Essentials of valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor & Pawnee. (Ss.173, 174, 177)
- **Law of Agency** (Ss. 182-185, 201-209) – Concept, Modes of creation of Agency, Modes of termination of Agency, Rights & Duties of Principal and Agent

UNIT III: Sale of Goods Act, 1930

(15 Lectures)

- Contract of Sale (S.2) – Concept, Essential elements of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of destruction of Goods (Ss. 6,7,8),
- Conditions & Warranties (Ss. 11-25 & 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions & Warranties, Concept of Doctrine of Caveat Emptor –Exceptions.
- Property – Concept, Rules of transfer of property (Ss. 18-26)
- Unpaid Seller (Ss. 45-54, 55 & 56)- Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61), Auction sale – Concept, Legal Provisions. (S. 64)

UNIT IV: The Negotiable Instruments (Amended) Act 2015(15 Lectures)

- Negotiable Instruments – Concept (S13), Characteristics, Classification of Negotiable Instruments (Ss. 11, 12, 17-20, 42, 43, 104,134,135) Maturity of Instruments.
- Promissory Note and Bill of Exchange (Ss. 4,5, 108-116)- Concept, Essentials of Promissory Note, Bill of Exchange (Ss. 4,5), Essential features of promissory note and Bill of exchange, Kinds Promissory note and Bill of exchange, Cheque (S.6)– Concept, Types & Crossing of Cheque, Distinguish between Bill of Exchange & Cheque, Dishonour of Cheque – Concept & Penalties (Ss. 138, 139,142)
- Miscellaneous Provisions (S. 8-10, 22, 99-102, 118-122, 134-137) –Parties to Negotiable instruments Holder, Holder in due course, Rights & Privileges of Holder in due course, Payment in due course, Noting & Protest (99-104A)

References

- Law of Contract: Avatar Singh, Eastern Book Company.
- Merchantile Law: by M.C.Kucchal.
- Business Law : N.D.Kapoor
- The Law of Contract: An Outline by Dr.Nilima Chandiramani, Avinash Publications.
- Law of Sale of Goods and Partnership: A Concise Study by Dr.Nilima Chandiramani, Shroff Publishers.
- The Sale of Goods Act: P. Ramanatha Aiyar, University Book Agency.
- The Negotiable Instruments Act: Bhashyam&Adiga, Bharat Law House.

- The Negotiable Instruments Act: Avatar Singh, Eastern Book Company
- Khargamvala on the Negotiable Instruments (Amendment) Act, 2015, Lexis Nexis

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

Q. 1. Answer the following Question (Module 1) 15 Marks

OR

Q. 1. (A) (Theory Question - Module 1) 7 Marks

(B) (Theory Question - Module 1) 8 Marks

Q. 2. Answer the following Question (Module 2) 15 Marks

OR

Q. 2. (A) (Theory Question - Module 2) 7 Marks

(B) (Theory Question - Module 2) 8 Marks

Q.3. Answer the following Question (Module 3) 15 Marks

OR

Q. 3. (A) (Theory Question - Module 3) 7 Marks

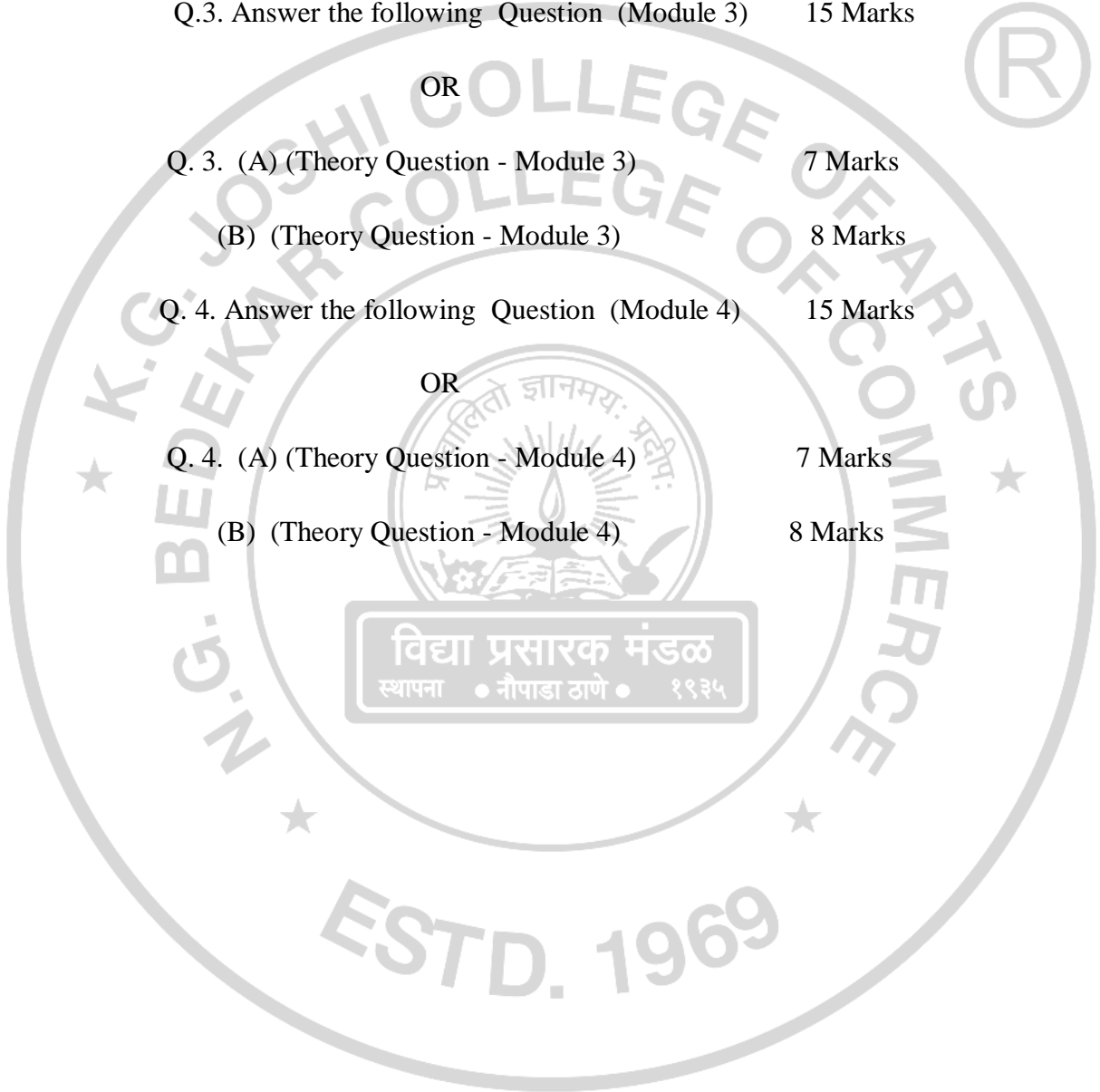
(B) (Theory Question - Module 3) 8 Marks

Q. 4. Answer the following Question (Module 4) 15 Marks

OR

Q. 4. (A) (Theory Question - Module 4) 7 Marks

(B) (Theory Question - Module 4) 8 Marks



Course Code: JBCUBVOC302

Course Nomenclature: Information Technology in B.Voc. Sales & Marketing Management

Course Outcomes

- 1: To understand the basic knowledge of computer concepts and components
- 2: To study the operating system, windows interface, control panel, system tools, and files
- 3: To develop proficiency in applications such as word, power point, and excel
- 4: To study the basic knowledge of information technology, Value Chain Reconstruction, IT Management, network and telecommunications
- 5: To understand the domain name systems and types of networks.

Unit I: Basic Concepts, Components and Operating System: (18 Lectures)

Meaning of Data, Information and Knowledge, Data types, Hardware components: input devices, output devices, system unit. Software components: Application software: general purpose packaged software and tailor – made software, Need and functions of an Operating System, Graphic user interface and character user interface. Windows environment: application and document, Windows interface, Desktop, control panel, system tools, utilities. Explorer: file types, attributes, names, folders, drives, devices. File functions.

Networking Basics: Meaning of Networking, Types of Network Models(LAN,MAN & WAN), Networking Devices, IP Addresses(IPv4 & IPv6)

Unit II: Office Applications

(14 Lectures)

Meaning and applications of word processing and Basics of MS word, MS-PowerPoint: creating simple presentation including slide transitions, bullets, Preparing PPT etc. MS-Excel: creating a workbook, saving a workbook, editing a workbook,creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts. Meaning and applications of presentation.

Unit III: IT Applications:**(14 Lectures)**

Enterprise Resource Planning, Enterprise System, Expert System, Decision Support System, Neural Networks, Executive Information System, Customer Relationship Management System, Supply Chain Management Systems, Knowledge Management, Data Warehousing, Data Mining, Virtual Reality, E-Business and Alternatives, E-Business Expectations and Customer Satisfaction.

Unit IV: Retail Information Systems::**(14 Lectures)**

Approaches to EPOS, Auto Identification, Data Capture and Product Marking, Payments System at POS, Smart Cards, EPOS Products and Supplier, Managing Retail through Technology, Approaches to EPOS.

Modality of Assessment**A. Internal Assessment: 40% - 40 Marks**

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

1. (Theory Question - Module 1)
2. (Theory Question - Module 1)
3. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

1. (Theory Question - Module 2)
2. (Theory Question - Module 2)
3. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

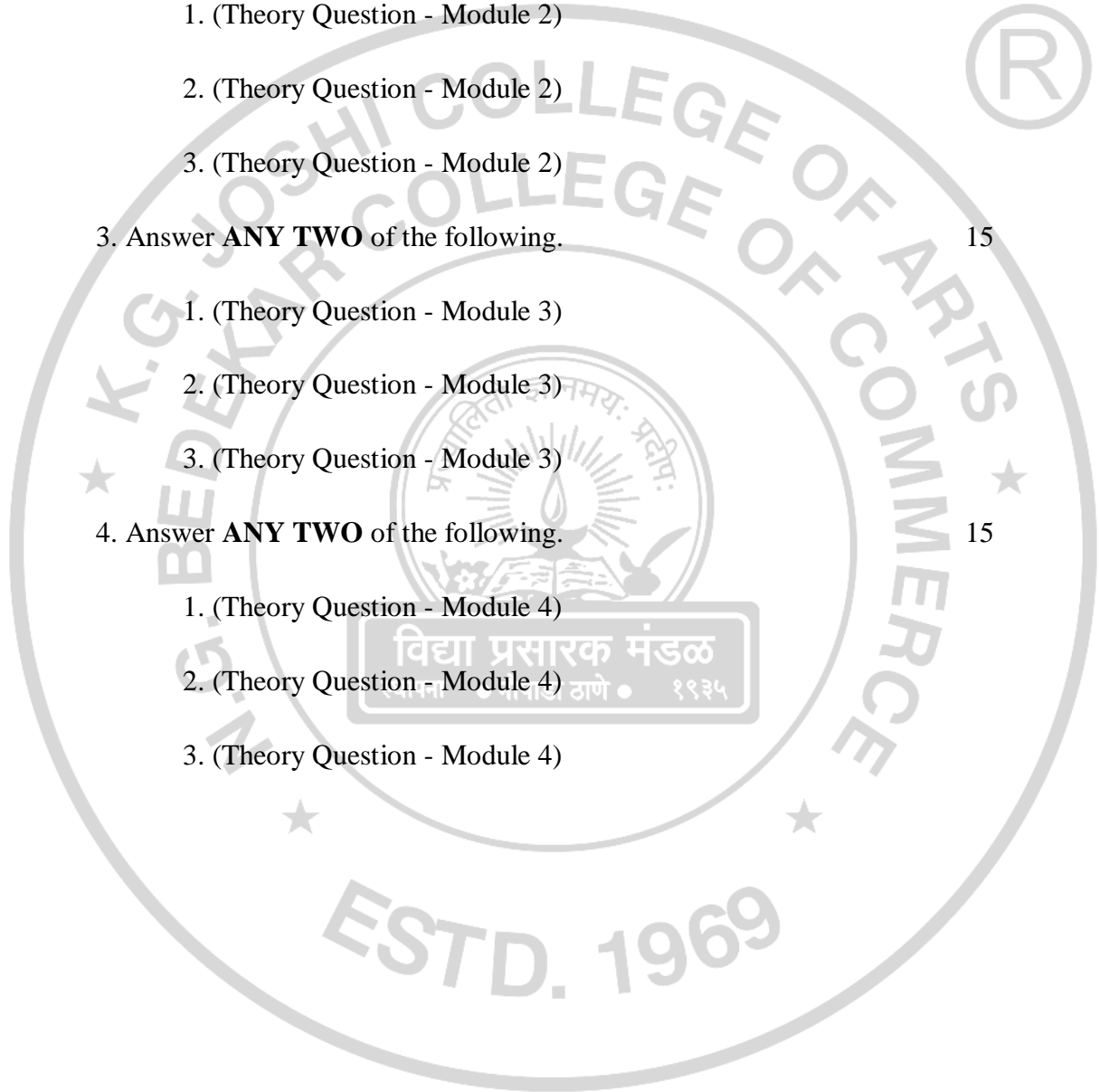
15

1. (Theory Question - Module 3)
2. (Theory Question - Module 3)
3. (Theory Question - Module 3)

4. Answer **ANY TWO** of the following.

15

1. (Theory Question - Module 4)
2. (Theory Question - Module 4)
3. (Theory Question - Module 4)



Course Code:JBCUBVOC303

Quantitative Methods II

Course Outcomes

- 1: To develop better understanding of data analysis techniques and interpretation of results (variance, correlation and linear regression) to answer research questions
- 2: To understand the calculation of different possible arrangements and ways to select different combinations of things or cases
- 3: To understand the types of outcomes of a trial (under uncertainty) and methods to find the probability of certain outcome or certain combination of outcomes.
- 4: To understand and apply the of methods of optimal decision making under Certainty and under Uncertainty.

Unit 1: Measures of Dispersion:

12 Lectures

Range with C.R(Co-Efficient Of Range), Quartile deviation with CQ(Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of MeanDeviation), Standard deviation with CV (Co-Efficient Of Variance)

Units 2: Correlation, Regression, Time series

12 Lectures

Co-Relation: Karl Pearson, Rank Co-Relation, Linear Regression: Least Square Method

Time Series: Components of Time Series, Least Square Method, Moving Average Method, Determination of Season, Problems of Sales Forecasting

Unit 3: Probability Theory

15 Lectures

Factorial Notation, Fundamental principle of counting, Permutation as arrangement, Simple examples, combination as selection, Simple examples on commercial application of permutation and combination

Probability: Concept of Sample space, Concept of Event, Definition of Probability, Addition & Multiplication laws of Probability, Conditional Probability, Expectation & Variance, Concept of Probability Distribution and testing of hypothesis(Only Concept).

Unit 4: Decision Theory

15 Lectures

Decision Theory: Acts, State of Nature, Events, Pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty, Non-Probability: Maximax, Maximin, Minimax, Regret, Laplace & Hurwicz), Probabilistic (Decision Making under risk): EMV, EOL, EVPI, Decision Tree

References:

- 1) D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.
- 2) V.K. Kapoor – Operations Research Techniques for Management – Sultan chand & Sons, Delhi.
- 3) S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi.

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY THREE** of the following.

1. (Theory Question - Module 1)

2. (Theory Question - Module 1)

3. (Theory Question - Module 1)

4. (Theory Question - Module 1)

2. Answer **ANY THREE** of the following.

15

1. (Theory Question - Module 2)

2. (Theory Question - Module 2)

3. (Theory Question - Module 2)

4. (Theory Question - Module 2)

3. Answer **ANY THREE** of the following.

15

1. (Theory Question - Module 3)

2. (Theory Question - Module 3)

3. (Theory Question - Module 3)

4. (Theory Question - Module 3)

4. Answer **ANY THREE** of the following.

15

1. (Theory Question - Module 4)

2. (Theory Question - Module 4)

3. (Theory Question - Module 4)

4. (Theory Question - Module 4)

Course Code:JBCUBVOC304

Course Nomenclature: Industrial Marketing

Course Outcomes:

- To understand basics of industrial marketing, Marketing Environment,
- Segmenting Targeting Positioning, channel strategy, marketing communication and pricing
- To provide knowledge of industrial market structure and how they function
- To provide understanding of the various attributes and models applicable in Industrial Marketing
- To acquaint the students with trends in Industrial Marketing

Unit 1:Industrial Marketing -An Introduction, Marketing Environment and Buying Behaviour (15 Lectures)

- Introduction to Industrial Marketing: Definition, Features, Industrial versus Consumer marketing, Classification of Industrial products and Services
- Industrial Marketing Environment: Technological; Customer; Competitive, Legal and Economic Environment; Responsibility of industrial Marketing Manager in planning, Coordination, Execution and control
- Industrial Buying and Buying Behaviour: Procurement function; Purchase policy; Organization buying processes, Profile of Business buyers: Buying Centres; Buying Centres Roles; Buying Centre Members

Unit 2: Industrial Marketing Research and Segmentation, Targeting and Positioning in Industrial Market (15 Lectures)

- Industrial Marketing Research: Introduction, Classification of Industrial Marketing Research, Role and Scope of Industrial Marketing Research, Role of Industrial Marketing Research in Marketing Information System and Decision Support System.

- Segmentation, Targeting and Positioning in Industrial Market: Introduction to segmentation; Criteria for market segmentation; Basis of Market segmentation. Target Market: Concept, Approaches to Target Market, Positioning: Concept, Objectives of positioning, Positioning of Products and services.

Unit 3: Industrial Marketing Mix

(15 Lectures)

- Industrial Products and New Product Development: Introduction to Industrial Products; Product Classification; Introduction to new product development; stages in New product development.
- Industrial Pricing: Introduction to industrial Pricing; Factors influencing industrial pricing decision; Types of pricing; Leasing; Bidding; Negotiation
- Industrial Marketing Communication: Role of advertising in B2B Market; various media options; Advertising on the internet; Personal Selling in industrial Marketing; Sales promotion in industrial marketing.
- Marketing Channels and Physical Distribution of Industrial Products: Industrial marketing channels; Indirect and direct marketing channels; Factors affecting selection of Marketing Channels.

Unit 4: Emerging Trends in Industrial Marketing

(15 Lectures)

- Business Networks: Business Networks in Industrial marketing, Relationship in Business networks, Technology and Business networks
- E-Procurement in Industrial Market: Meaning, Importance of E-procurement
- E-Commerce: Definition of E-Commerce, Role of E-Commerce in the context B2B marketer, Forms of B2B E-Commerce, Electronic Data Interchange; E-payments; E-security

Modality of Assessment

- **A. Internal Assessment: 40% - 40 Marks**

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

- **B. External Assessment: 60% - 60 Marks**

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

- 1. Answer **ANY TWO** of the following. 15★
 - a. (Theory Question - Module 1)
 - b. (Theory Question - Module 1)
 - c. (Theory Question - Module 1)
- 2. Answer **ANY TWO** of the following. 15
 - a. (Theory Question - Module 2)
 - b. (Theory Question - Module 2)
 - c. (Theory Question - Module 2)
- 3. Answer **ANY TWO** of the following. 15
 - a. (Theory Question - Module 3)
 - b. (Theory Question - Module 3)
 - c. (Theory Question - Module 3)
- 4. Answer **ANY TWO** of the following. 15
 - a. (Theory Question - Module 4)
 - b. (Theory Question - Module 4)
 - c. (Theory Question - Module 4)

Course Code:JBCUBVOC305

Course Nomenclature: Customer Relationship Management

COURSE OUTCOMES

- To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management
- To provide insight into CRM marketing initiatives, customer service and designing CRM strategy
- To understand new trends in CRM, challenges and opportunities for organizations

Unit 1: 1 Introduction to Customer Relationship Management

15 Lectures

- Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners
- Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM
- Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing

Unit 2: CRM Marketing Initiatives, Customer Service and Data Management

15 Lectures

- CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modelling, Channel Optimization, Personalization and Event-Based Marketing
- CRM and Customer Service: Call Center and Customer Care: Call Routing, Contact Center Sales-Support, Web Based Self Service, Customer Satisfaction Measurement, Call-Scripting, Cyber Agents and Workforce Management

- CRM and Data Management: Types of Data: Reference Data, Transactional Data, Warehouse Data and Business View Data, Identifying Data Quality Issues, Planning and Getting Information Quality, Using Tools to Manage Data, Types of Data Analysis: Online Analytical Processing (OLAP), Click stream Analysis, Personalisation and Collaborative Filtering, Data Reporting

Unit 3: CRM Strategy, Planning, Implementation and Evaluation

15 Lectures

- Objectives of CRM Strategy, The CRM Strategy Cycle: Acquisition, Retention and Win Back.
- Planning and Implementation of CRM: Sales and CRM, Sales Force Automation, Sales Process/ Activity Management, Sales Territory Management
- CRM Implementation: Steps- Business Planning, Architecture and Design, Technology Selection, Development, Delivery and Measurement
- CRM Evaluation: Basic Measures: Service Quality, Customer Satisfaction and Loyalty, Company 3E Measures: Efficiency, Effectiveness and Employee Change

Unit 4: CRM New Horizons

15 Lectures

- e-CRM: Concept, Different Levels of E- CRM
- Software App for Customer Service:
Activity Management, Agent Management, Case Assignment, Contract Management, Customer Self Service, Escalation, Inbound Communication Management, Invoicing, Outbound Communication Management
- Social Networking and CRM
- Mobile-CRM

References :

1. Baran Roger J. & Robert J. Galka (2014), Customer Relationship Management: The Foundation of Contemporary Marketing Strategy, Routledge Taylor & Francis Group.

2. Anderrson Kristin and Carol Kerr (2002), Customer Relationship Management, Tata McGraw-Hill.
3. Ed Peelen, Customer Relationship Management, Pearson Education
4. Bhasin Jaspreet Kaur (2012), Customer Relationship Management, Dreamtech Press.
5. Judith W. Kincaid (2006), Customer Relationship Management Getting it Right, Pearson Education.

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)

c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 2)

b. (Theory Question - Module 2)

c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

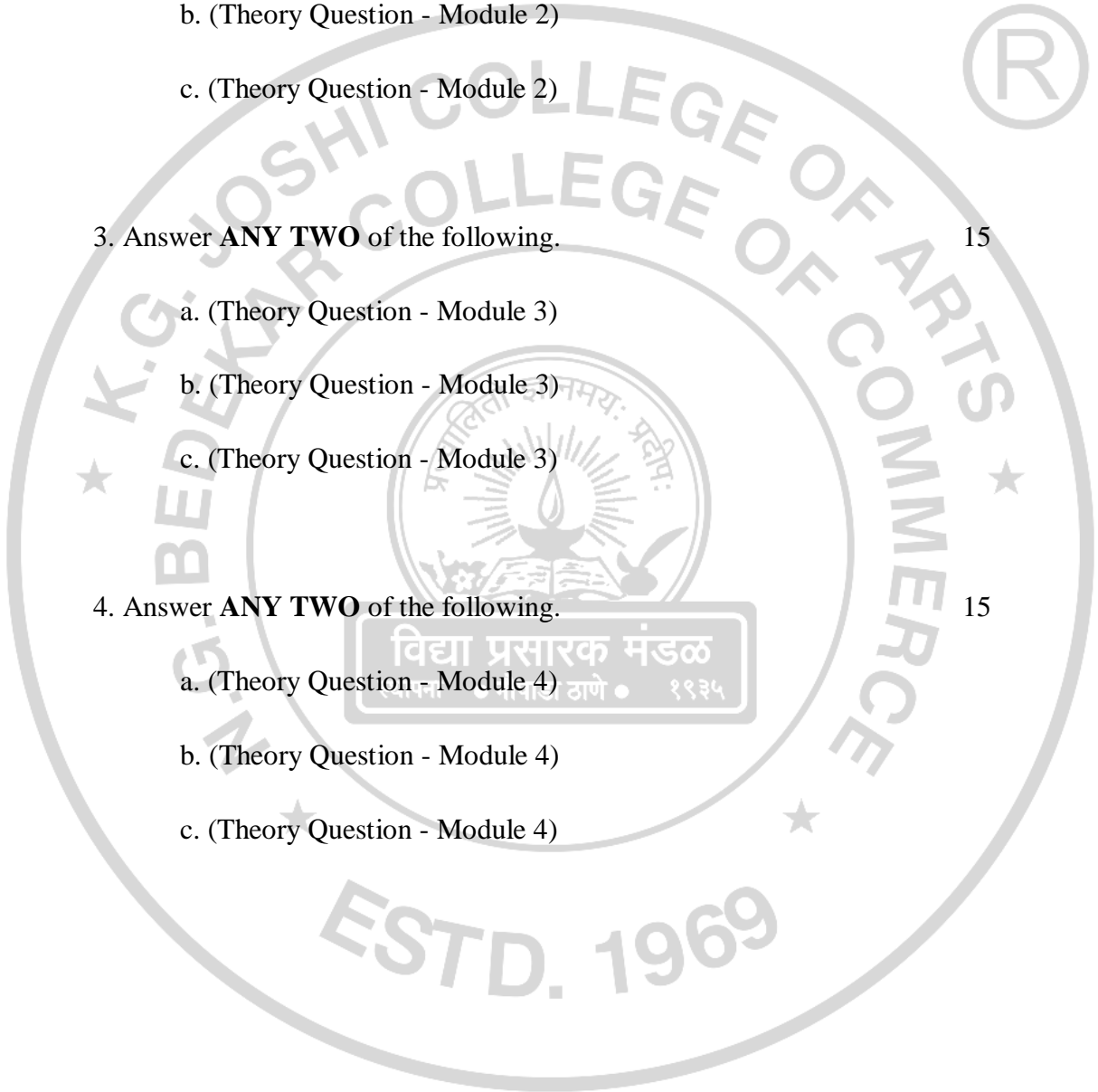
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code:JBCUBVOC306

Course Nomenclature : Retail Management-III

Course Outcomes:

1. To understand the retail history & its functions
2. To understand retail store formats and locations
3. To understand buying process, retail market strategy and target market

Unit 1: Introduction to retailing: Definition and scope, evolution of retailing, Concept of Organised & Unorganised Retailing, Factors influencing growth of Organised Retailing in India, Survival Strategies for Unorganised Retailing in India, Emerging Trends in retailing industry, benefits of retailing, retailing environment.

Unit 2: Retail formats & Location:

Characteristics & Functions of Retailers, Retail Formats- Store based, Non-Store based & Web based, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations, d) Store Location Selection: Meaning, Types of Retail Locations, Factors Influencing Store Location

Unit 3: Retail Consumer and Retail Strategy

- a) Retail Consumer/Shopper: Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers
- b) CRM in Retail: Meaning, Objectives, Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community
- c) Retail Strategy: Meaning, Steps in Developing Retail Strategy, Retail Value Chain

Unit 4: Organisational Structure in Retail:

- Meaning, Significance, Functions

- Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store

References:

- Michael Levy & Barton A Weitz, “Retailing Management”, Tata Mc Graw Hill
2. Gibson G. Vedamani, “Retail Management- Functional Principles and Practices”, Jaico Publishing House, Mumbai.
3. Jim, “Retail Strategies-understanding why we shop”, Jaico Publishing House, Mumbai.
4. Dunne Lusch, “Retail Management”, South Western Cengage Learning
5. K.S. Menon, “Store Management”, Macmillan India Ltd.,
6. Keith Lincoln, Lars Thomessen & Anthony Aconis, “Retailization -Brand Survival in the Age of Retailer Power”, Kogan Page Ltd.,

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB. 1. All questions are compulsory.
2. Each question carries equal marks.
3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)
- c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 3)
- b. (Theory Question - Module 3)
- c. (Theory Question - Module 3)

4. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 4)
- b. (Theory Question - Module 4)
- c. (Theory Question - Module 4)

Course Code:JBCUBVOC307

Course Nomenclature: Industry Interaction Report-II

Note: At the end of Semester III, the students will attend/Participate and will submit a Report/Presentation of field trip visit/Study Tour/Series of Eminent Speakers from the industry/Visit to Retail Lab etc. This will have 6 Credits.



Department of B.Voc. in Sales and Marketing Management

S.Y.B.VOC. IN SALES AND MARKETING MANAGEMENT

SEMESTER-IV

Course	Course Nomenclature	Type of Paper	Course Code	Credits
1	Business Law II	General	JBCUBVOC401	4
2	Advertising and Publicity Management	General	JBCUBVOC402	4
3★	Accounting for Managerial Decisions	General	JBCUBVOC403	★4
4	Services Marketing	Skill	JBCUBVOC404	4
5	Digital Marketing	Skill	JBCUBVOC405	4
6	Retail Management-IV	Skill	JBCUBVOC406	4
7	Internship/Summer Training-II	Skill	JBCUBVOC407	6
			Total Credits	30

SYBVOC IN SALES AND MARKETING MANAGEMENT – SEMESTER IV

Course Code:JBCUBVOC401

Course Nomenclature: Business Law II

Course Outcomes:

- To provide a conceptual study about the framework of Indian Business Laws.
- To orient students about the legal aspects of business
- To familiarize the students with case law studies related to Business Laws

Unit I: Consumer Protection Act, 1986, Amendments in 2019 (15 Lectures)

Objects and reasons of Consumer Protection, Definitions- Consumer, Consumer Dispute, Complaint, Complainant, Service, Deficiency in Service, Goods, Defects in Goods, Unfair Trade Practice, Consumer Disputes Redressal Mechanism – District forum, State Commission, National Commission.

Unit 2: Competition Act, 2002 (15 Lectures)

Objects, reasons and advantages of Competition Act, Anti-Competition Agreements, Abuse of Dominant position, Competition Commission of India, Information Technology Act, 2000.

Unit 3: Intellectual Property Rights (15 Lectures)

Nature and Definition of IPR, Patent- concept, patentable and non-patentable criteria, Copyright – concept of author and authorized acts, Duration of Copyright, original work and fair use, rights of copyright holder, infringement of copyright, Trademark- Concept, function, types, infringement and Passing off, Geographical Indication- concept

Unit 4: Indian Companies Act, 2013 (15 Lectures)

Nature/Characteristics of Company, Incorporation of Company, Lifting of Corporate veil, Doctrine of ultra -vires, Doctrine of Indoor Management, Doctrine of Constructive notice, Memorandum of Association, Articles of Association, Prospectus, Promoter – concept, Directors-Concept, Role & function of directors, Corporate Social Responsibility.

References

- Smith, P.R. and Dave Chaffey (2005), eMarketing eXcellence; The Heart of eBusiness (UK : Elsevier Ltd.)
- Vivek Sood Cyber Laws Simplified-TMH (2001)
- Vakul Sharma Handbook of cyber Laws-Macmillan (2002)
- Sundeep Oberol e Security and you-TMH (2001)
- Greenstein &Feinman Electronic Commerce-Security, Risk Mgt and Control-TMH (2000)
- Adam Nabll R. (Editor) Electronic Commerce: Technical Business and Legal Issues.
- Law and practice of Intellectual Property in India by Dr.VikasVashishth, Bharat Law House.

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

Q. 1. Answer the following Question (Module 1) 15 Marks

OR

Q. 1. (A) (Theory Question - Module 1) 7 Marks

(B) (Theory Question - Module 1) 8 Marks

Q. 2. Answer the following Question (Module 2) 15 Marks

OR

Q. 2. (A) (Theory Question - Module 2) 7 Marks

(B) (Theory Question - Module 2) 8 Marks

Q.3. Answer the following Question (Module 3) 15 Marks

OR

Q. 3. (A) (Theory Question - Module 3) 7 Marks

(B) (Theory Question - Module 3) 8 Marks

Q. 4. Answer the following Question (Module 4) 15 Marks

OR

Q. 4. (A) (Theory Question - Module 4) 7 Marks

(B) (Theory Question - Module 4) 8 Marks

Course Code:JBCUBVOC402

Course Nomenclature: Advertising and Publicity Management

Course Outcomes:

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
2. It aims to orient learners towards the practical aspects and techniques of advertising.
3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising
4. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
5. It aims to orient learners towards the practical aspects and techniques of advertising.

Unit I:Introduction to Advertising: (15 Lectures)

- Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC
- Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers.
- Classification of advertising: Geographic, Media, Target audience and Functions

Unit II: Advertising Agency (15 Lectures)

- **Ad Agency:** Features, Structure and services offered, Types of advertising agencies , Agency selection criteria
- **Agency and Client:** Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation
- **Careers in advertising:** Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modelling, Dubbing

Unit III: Advertising Design & Appeals, Message Strategies & Executional Framework:(15 Lectures)

- **Advertising Design:** Advertising Theory, Types of Advertising Appeals, Structure of an Advertisement
- **Message Strategies,** Cognitive strategies, Executional Strategies, Creating an Advertising, Advertising Effectiveness
- **Pro Bono/Social advertising:** Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India)

Unit IV: Brand Building and Special Purpose Advertising (15 Lectures)

- **Brand Building:** The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises.
- **Special purpose advertising:** Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.
- **Trends in Advertising:** Media, Ad spends, Ad Agencies, Execution of advertisements

References:

1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited
4. Kleppner's Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson Education Limited

5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma – Prentice Hall
6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education
7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

1. (Theory Question - Module 1)
2. (Theory Question - Module 1)
3. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

1. (Theory Question - Module 2)

2. (Theory Question - Module 2)

3. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

1. (Theory Question - Module 3)

2. (Theory Question - Module 3)

3. (Theory Question - Module 3)

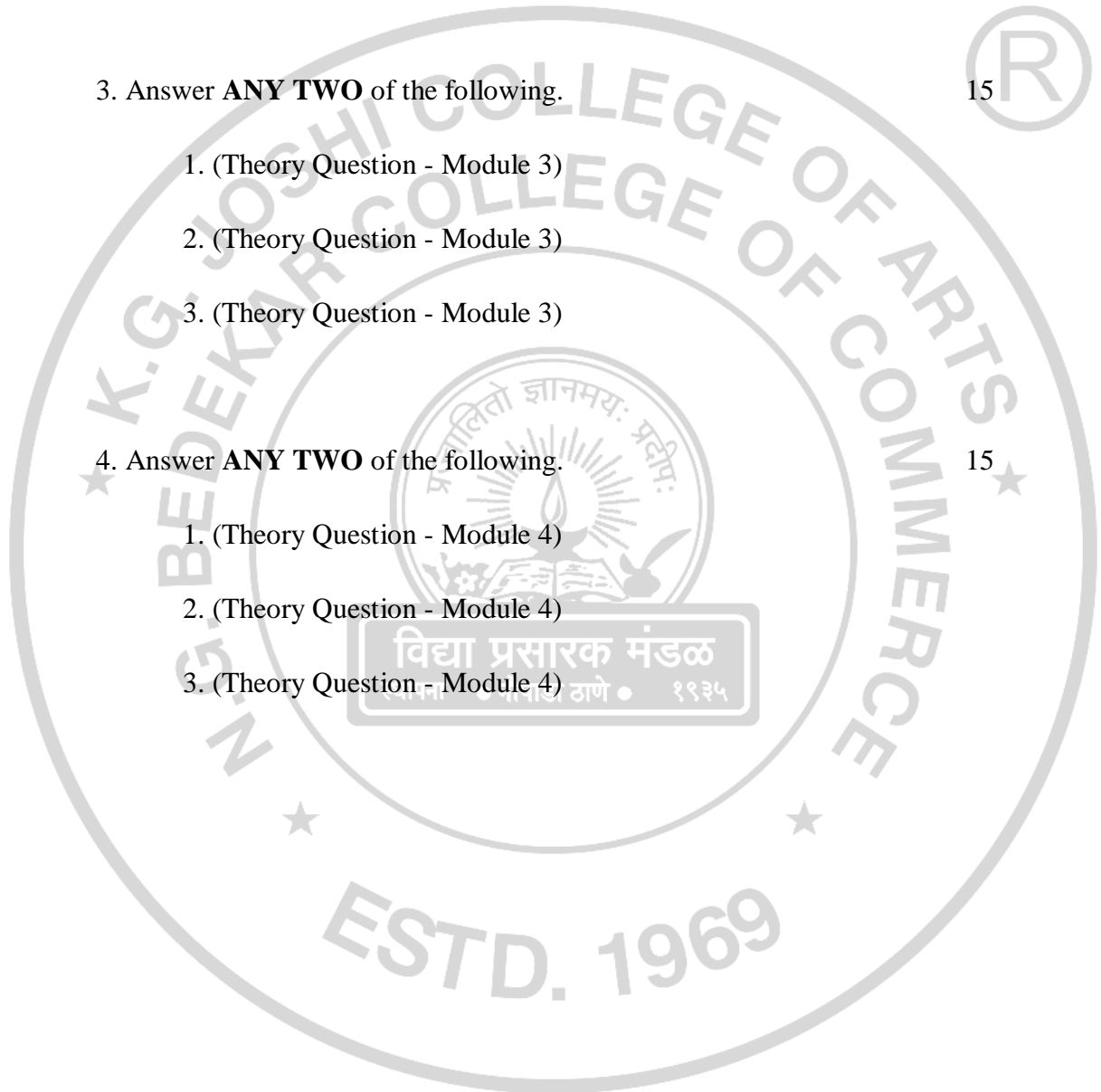
4. Answer **ANY TWO** of the following.

15

1. (Theory Question - Module 4)

2. (Theory Question - Module 4)

3. (Theory Question - Module 4)



Course Code:JBCUBVOC403

Course Nomenclature: Accounting for Managerial Decisions

Course Outcomes

1. To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.
2. To enhance the abilities of learners to analyze the financial statements.
3. To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.
4. To make the students develop competence with their usage in managerial decision making and control.

Unit- I Introduction to Accounting for Management –

Introduction to Management Accounting, Financial Accounting V/s Management Accounting Analysis and Interpretation of Financial Statements: Study of Balance sheet and Income statement / Revenue statements in vertical form suitable for analysis

Unit -II Ratio Analysis and Interpretation :

A. Balance Sheet Ratios : i) Current Ratio ii) Liquid Ratio iii) Stock Working Capital Ratio iv) Proprietary Ratio v) Debt Equity Ratio vi) Capital Gearing Ratio

B. Revenue Statement Ratio: i) Gross Profit Ratio ii) Expenses Ratio iii) Operating Ratio iv) Net Profit Ratio v) Net Operating Profit Ratio vi) Stock Turnover Ratio

C. Combined Ratio : i) Return on capital employed (Including Long Term Borrowings) ii) Return on proprietor's Fund (Shareholders Fund and Preference Capital) iii) Return on Equity Capital iv) Dividend Payout Ratio v) Debt Service Ratio vi) Debtors Turnover vii) Creditors Turnover (Practical Question on Ratio Analysis)

Unit III: Introduction to Cost Accounting:

- Types of Costs, Cost methods, Marginal costing meaning, applications, advantages, limitations Contribution

- Breakeven analysis, Margin of safety and profit volume graph-Costing for decision making(Sunk costs V/S Relevant costs)
- Some Emerging concepts of Cost accounting Target Costing Life cycle, Costing Benchmarking, ABC Costing Note- No practical problems

Unit-IV Budgeting and Budgeting Control –

- Flexible Budget and cash Budget , Capital Budgeting - Pay Back Method , NPV, IRR
- Managerial Decisions through Cost Accounting such as Pricing- Accepting Special Offer - Profit Planning - Make or Buy Decisions - Determining Key Factors - Determining Sales Mix

References:

- Srivastava R M, Essentials of Business Finance, Himalaya Publications
- Anthony R N and Reece JS. Accounting Principles, HoomwoodIllinos, Richard D. Irvin
- Bhattacharya SK and Dearden J. - Accounting for Management. Text and Cases, New Delhi.
- Hingorani NL and ramanthan AR - Management Accounting, New Delhi
- Ravi M. Kishore, Advanced management Accounting, Taxmann, NewDelhi
- Maheshwari SN - Management and Cost Accounting, Sultan Chand, New Delhi
- Gupta, SP - Management Accounting, Sahitya Bhawan, Agra

Course Code:JBCUBVOC404

Course Nomenclature: Services Marketing

Course Outcomes:

1. To understand distinctive features of services and key elements in services marketing
- 2 To provide insight into ways to improve service quality and productivity
- 3 To understand marketing of different services in Indian context

Unit 1: 1 Introduction of Services Marketing

15 Lectures

Services Marketing Concept, Distinctive Characteristics of Services, Marketing Challenges of Services, Role of Services in Modern Economy, Goods v/s Services Marketing, Positioning a Service in the Market Place, Type of Contact: High Contact Services and Low Contact Services

Unit 2: Key Elements of Services Marketing Mix

15 Lectures

- The Service Product, Pricing Mix, Promotion & Communication Mix,
- Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping Flowcharting
- Branding of Services – Problems and Solutions
- Options for Service Delivery

Unit :3 Managing Quality Aspects of Services Marketing

15 Lectures

- Improving Service Quality and Productivity
- Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality
- The SERVQUAL Model
- Defining Productivity – Improving Productivity
- Demand and Capacity Alignment

Unit 4: Marketing of Services

15 Lectures

- International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing
- Factors Favouring Transnational Strategy, Elements of Transnational Strategy
- Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry

References

1. Valarie A. Zeuhaml & Mary Jo Bitner, Service Marketing, Tata McgrawHill, 6th Edition
2. Christoper Lovelock, Jochen Wirtz, Jayanta Chatterjee, Service Marketing People, Technology, Strategy – A South Asian Perspective , Pearson Education, 7th Edition
3. Ramneek Kapoor, Justin Paul & Biplab Halder, Services Marketing-Concepts And Practices, McgrawHill, 2011
4. Harsh V. Verma, Services Marketing Text & Cases, Pearson Education, 2nd Edition
5. K. Ram Mohan Rao, Services Marketing, Pearson Education, 2nd Edition, 2011
6. C. Bhattacharjee, Service Sector Management, Jaico Publishing House, Mumbai, 2008



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Course Code:JBCUBVOC405

Course Nomenclature Digital Marketing

Unit 1: Introduction to Digital Marketing

15 Lectures

Introduction, Principles of Digital Marketing; Digital Marketing Channels; Tools to Create Buyer Persona; Competitor Research Tools, Website Analysis Tools.

Unit 2: Content Marketing

15 Lectures

Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting Content; Content Influencer Marketing, Campaign Marketing, Optimize Website UX & Landing Pages; Measure Impact; Metrics & Performance; Using Content Research for Opportunities

Unit 3: Social Media Marketing

15 Lectures

- Introduction; Major Social Media Platforms for Marketing; Developing Data-driven Audience & Campaign Insights; Social Media for Business; Creation & Optimization of Social Media Campaigns
- Search Engine Optimization Fundamentals
Keywords and SEO Content Plan; SEO & Business Objectives; Writing SEO Content; On-site & off-site SEO; Optimize Organic Search Ranking

Unit 4: Digital Analytics & Marketing Automation

15 Lectures

- Evolution of Digital Analytics, Google Analytics Tools; Web Analytics Tools, information about end-to-end customer experience, analyst's influence on business, role as a change agent
- Understanding different types of PPC, creating compelling search ads and understand how keywords and search queries work together to display and create advertisements.
- How to reduce time in converting the lead into a sale, how additional triggers are used to build a conversation with clients and customer and increasing revenue.

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)
- c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

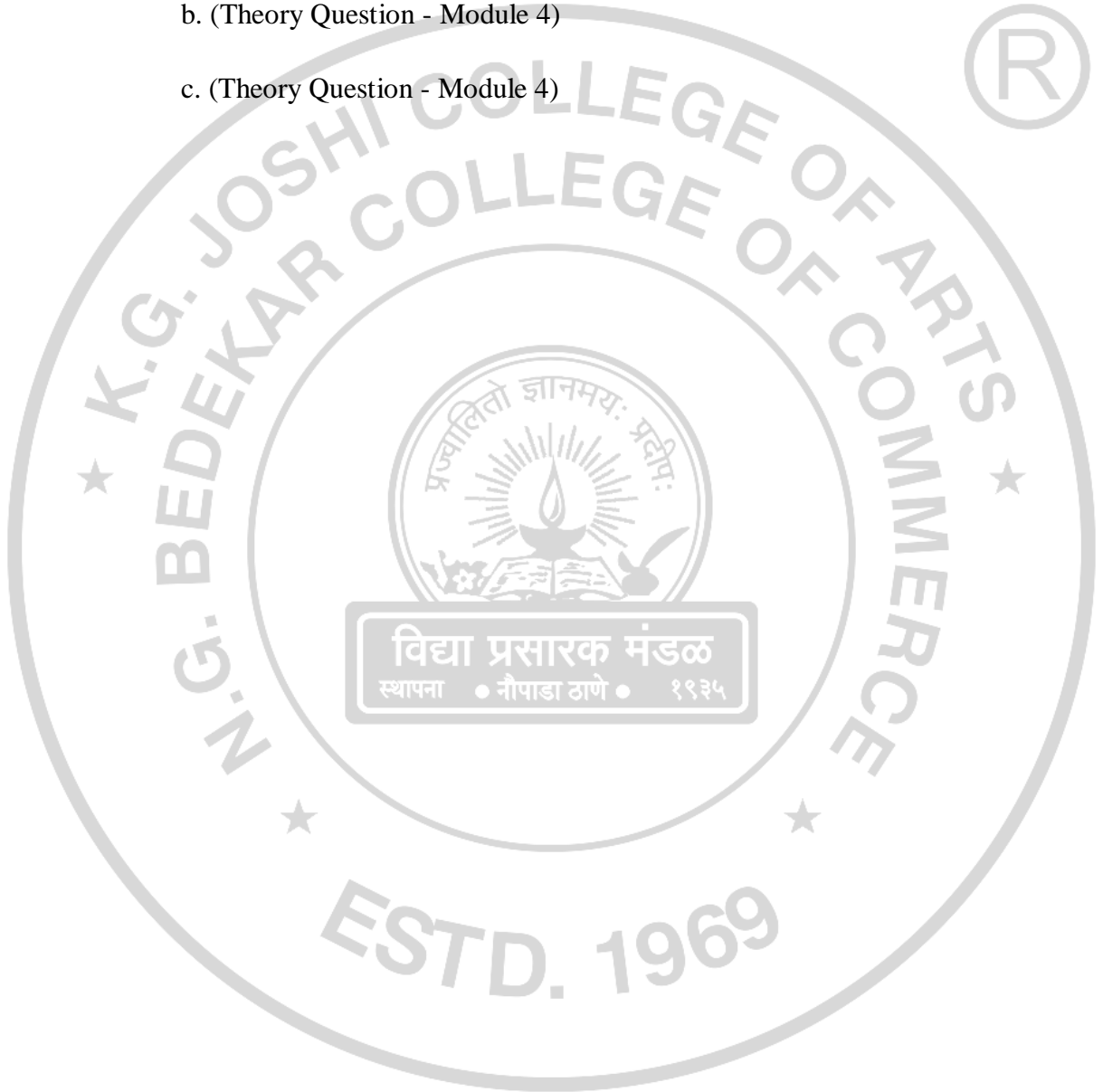
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code:JBCUBVOC406

Course Nomenclature: Retail Management –IV

Course Outcomes:

1. To familiarize the students with retail management concepts and operations
2. To provide understanding of retail management and types of retailers
3. To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
4. To acquaint the students with legal and ethical aspects of retail management
5. To create awareness about emerging trends in retail management

Unit 1: Merchandise Management

a) Merchandise Management

- Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Merchandise Procurement/Sourcing Meaning, Process, Sources for Merchandise

b) Buying Function:

- Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam's Brand Asset Valuator- Independent Store, Retail Chain, Non-store Retailer

c) Concept of Lifestyle Merchandising

d) Private Label • Meaning, Need and Importance, Private Labels in India

Unit 2: Retail Pricing:

- Meaning, Considerations in Setting Retail Pricing

- Pricing Strategies: High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing
- Variable Pricing and Price Discrimination- Meaning

Types: ☐ Individualized Variable Pricing/First Degree Price

☐ Self-Selected Variable Pricing/ Second Degree Price Discrimination Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple –Unit Pricing

☐ Variable Pricing by Market Segment/ Third Degree Price Discrimination

Unit 3: Managing and Sustaining Retail

a) Retail Store Operations:

- Meaning, Responsibilities of Store Manager, The 5 S's of Retail Operations

(Systems, Standards, Stock, Space, Staff)

b) Store Design and Layout:

- Store Design- Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics
- Store Layout- Meaning, Types: Grid, Racetrack, Free Form
- Signage and Graphics: Meaning, Significance, Concept of Digital Signage
- Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps

Unit 4: Information system & Ethics in retailing: Acquiring and using information strategies, technology in retail, information sources, retail information system

Ethical and legal issues in Retailing: Dealing with ethical issues, social responsibility, environmental orientation, waste reduction at retail stores.

References:

- Swapna Pradhan, “Retailing Management–Text and Cases”, 4th Edn, Tata Mc Graw Hill.

- Bajaj, Tulli & Shrivastava, “Retail Management”, Oxford University Press
- Kishore Biyani, “It Happens in India”, & “The Wall Mart Story”
- Store Manager, Organiser / Planner- DMS Retail
- Dr. Ram Kishen Y. “International Retail Marketing Strategies”, Jaico Publishing House, Mumbai.

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination विद्या प्रसारक मंडळ पाडा ठाणे • १९३५ Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following. 15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following. 15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)
- c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

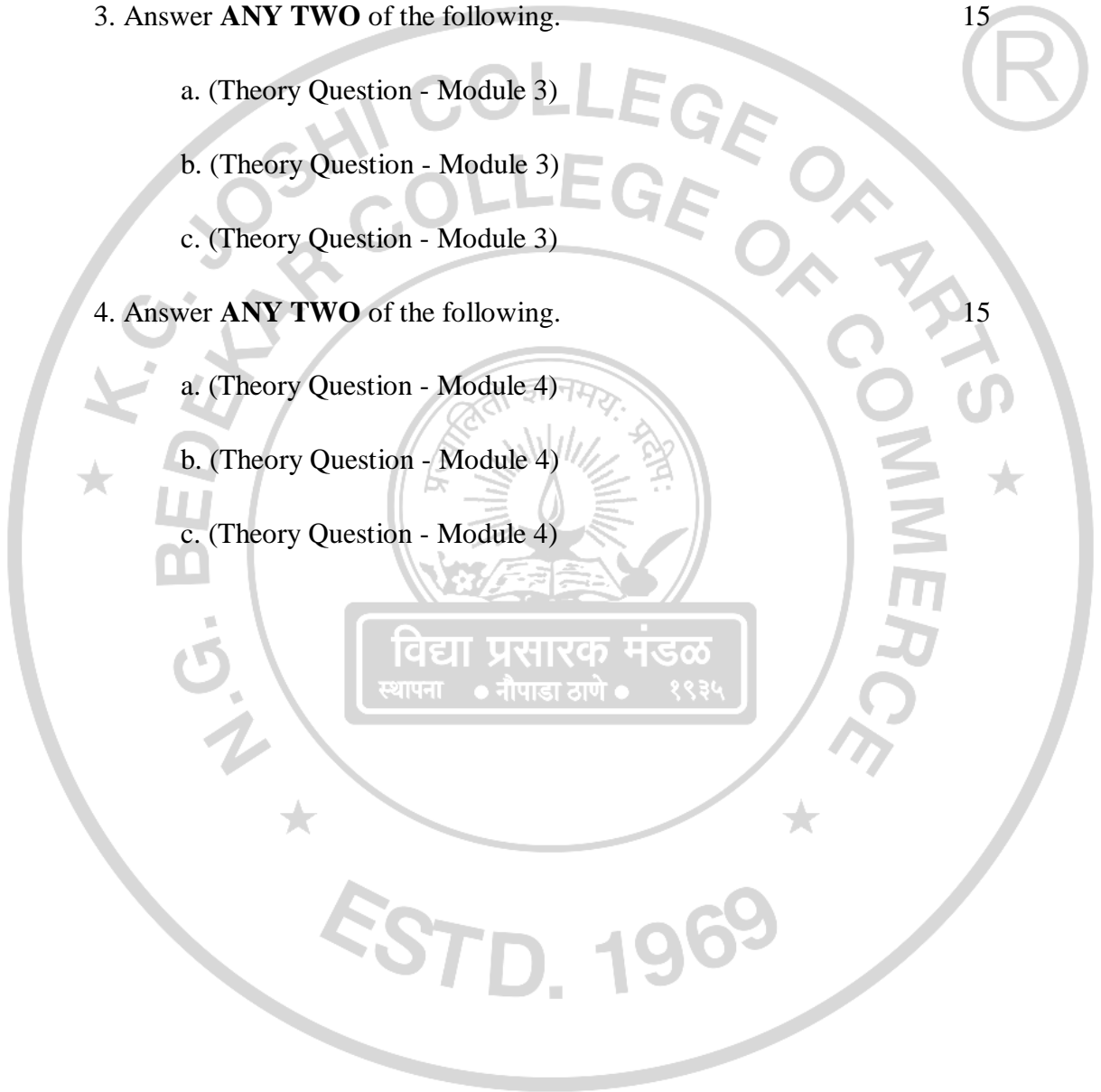
15

- a. (Theory Question - Module 3)
- b. (Theory Question - Module 3)
- c. (Theory Question - Module 3)

4. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 4)
- b. (Theory Question - Module 4)
- c. (Theory Question - Module 4)



Course Code:JBCUBVOC407

Course Nomenclature: Internship/Summer Training Report-II

Note: The students shall proceed for their Internship training of One month duration towards the end of semester IV. The students are required to prepare a Training Report will have 6 credits.

