

2. MARKETING AND RETAIL MANAGEMENT (H1, H2, H3)

SCHEME OF EXAMINATION

Std. XI

Paper	Title of the Paper	Theory		Practical		Term work	Project work	Visits	Oral	Total Marks	Average
		Marks	Time (Hrs)	Marks	Time (Hrs)						Marks
1	MARKETING AND SALESMANSHIP	80	3	80	3	10	10	10	10	200	100
2	RETAIL MARKETING SERVICES	80	3	80	3	10	10	10	10	200	100
3	RETAIL MARKETING	80	3	80	3	10	10	10	10	200	100

Std. XII

Paper	Title of the Paper	Theory		Practical		Term work	Project work	Visits	OJT	Total Marks	Average
		Marks	Time (Hrs)	Marks	Time (Hrs)						Marks
1	ADVANCED RETAIL MARKETING	80	3	80	3	10	10	10	10	200	100
2	MARKET RESEARCH & FOREIGN TRADE	80	3	80	3	10	10	10	10	200	100
3	RURAL MARKETING & STOCK EXCHANGE	80	3	80	3	10	10	10	10	200	100

*OJT: ON THE JOB TRAINING

Introduction

The existing Marketing and Salesmanship included in Commerce group now is renamed as Marketing and Retail Management.

New Syllabus Includes all the details in theory as well as knowledge practical to the relevant subjects and their contents, also the latest version in respects of various aspects of the related subjects which provides that a student has opportunity to obtain recent knowledge of above mentioned subjects which is useful to him in getting easy appointment in the industry and also useful to establish self employment.

Objectives

The basic objectives of this syllabus are as follows-

1. To introduce the student to the concept of new marketing, Importance of Salesmanship in the today's commercial world and new advertisement techniques and role of media in modern commerce.
2. To give the students basic knowledge, principles and practice of salesmanship and marketing including marketing management, market research, Product planning and pricing policies.
3. To familiarize the students with case studies in respect of marketing, advertising and salesmanship of different products in various situations.
4. To make the students more familiar with the skills of practitioner engaged in buying, selling, marketing and advertising.
5. To acquaint the students with the commercial world through commercial transaction, commercial organizations and commercial personnel.

Job Opportunities

The following are the job opportunities available for those perusing the vocational course in Marketing and Retail Management.

A) Wage Employment

1. General Salesman
2. Sales Assistant/Shop Assistant/ Counter Salesman/ Demonstrators
3. Retail Salesman
4. Street Vendors e.g. Hawker, Newspaper Seller etc.
5. Wholesale Salesman, Selling Agent
6. Purchasing Agent/Buyer
7. Sales Representative, Technical Salesman/Demonstrators
8. Travelling Salesman/Touring Salesman
9. Auctioneer/Auction Crier/Auction sales conductors
10. Insurance Agent

11. Property/Estate Broker/Property Agent Dealer
12. Share Market Broker/Dalal
13. Export Salesman
14. Fashion Model
15. Grader
16. Retail Salesman in Malls
17. Warehouse Assistant
18. Market Information Provider/Price Reporter
19. Procurement Agent
20. Co-operative Assistant

B) Self Employment

1. Wholesaler
2. Retailer
3. Commission Agent
4. Transport Operator
5. Share Broker
6. Travel Tourism Agency
7. Network Marketing
8. Delivery Agent
9. Real Estate Dealer
10. Retail Shops
11. Advertising Agency
12. Junior Associates in Malls, Franchisee of Big Bazar

Std. XI
Paper I: Marketing & Salesmanship (H1)
Theory

	Periods
Topic No. 1: Salesmanship: Introduction	30
1) Definition, Meaning & Importance of Salesmanship, Fundamental of selling. Duties, Responsibilities & Qualities of Salesman, Sales Management, Organization structure, Sales Quotas & Sales territories.	
Topic No. 2: Marketing	30
1) Market, Marketing, Marketing Management, Concept of a) Marketing programme b) Marketing expenses budget c) Consumer goods & Industrial Goods.	
Topic No. 3: Marketing Mix	30
1) Concept of Marketing Mix & Product Mix, Pricing Policies, Channels of Distribution, Wholesaler & Retailers.	
Topic No. 4: Advertising	30
1) Meaning & Definition of Advertisement, Importance of advertising, Media of Advertising, Advertising & Publicity, Advertising Agency & its functions & importance. social media of advertising.	

Practical

	Periods
Topic No. 1: Salesmanship	80
1) Application for the post of Salesman	
2) Interview with different type of salesman (Any 5)	
3) Report writing – Daily, Weekly – Monthly (Any 5)	
4) Undertake a programme for door to door selling for any consumer product and prepare a brief report.	
Topic No. 2: Marketing	80
1) Preparation of an organization chart of a marketing department of an imaginary company.	
2) Prepare a budget for marketing expenses.	
3) Interview with direct marketer, mobile marketer	
4) Prepare a list of skills required for tele-marketing on the basis of observation.	

Topic No. 3: Marketing Mix **40**

- 1) Prepare a study report based on 4 P's (Product, Price, Place and Promotion) consumer products or luxuries product.
- 2) Collect the information of various brands and analyze it.

Topic No. 4: Advertising **40**

- 1) Prepare an advertisement for launching a product (Automotive Electronic, Construction material, fast foods, Cosmetics and Jewelry)
- 2) Prepare a comparative advertisement study report, based on a comparison of two similar type of product of any category.
- 3) Prepare an advertisement layout for a particular product in two ways
 - a) Print b) Audio Visual
- 4) Prepare a study report based on the observation of a particular product by observing the contents of:
 - a) Print advertisement and
 - b) Audio Visual advertisement
- 5) Prepare a study report based on a visit given to an Advertising Agency.

Paper II: Retail Marketing Services (H2)

Theory

Periods

Topic No. 1: Customer Service Orientation **25**

- 1) Meaning, definition, importance of customer, types of customer, customer's objections and its handling.
- 2) Customer's Psychology:
Customer's rejection in various types of consumer goods, meaning of customer psychology & its importance
- 3) Consumerism:
Consumer protection act, meaning and definitions of important concepts.

Topic No. 2: Banking and Insurance **30**

- 1) Banking
 - A) Meaning, functions, KYC norms, E Banking, Tele mobile banking, ATM Services credit and debit cards. Types of loans and advances. NEFT, RTGS
 - B) Central Bank, Meaning, definition, functions, credit control tools, C.R.R and SLR. & Types of Banks.
- 2) Insurance
 - A) Introduction, meaning, definition, importance, Life Insurance and general insurance – procedure for settlement of insurance claims.

Topic No. 3: Retail Trade logistics Services**30**

- 1) Transportation –
Meaning, importance, Types: Rail, Road, Air, Water, Merits and demerits of each type, various documents used in transportation.
- 2) Warehouse -
Meaning, Importance, types, functions of warehousing, grading, standardization, packing and packaging
- 3) Delivery services -
Meaning, Importance and procedure
- 4) Inventory control -
Meaning, importance, general procedure of inventory taking.

Topic No. 4: Element of Book Keeping**35**

- 1) Book Keeping Introduction
Meaning, definition, objectives, importance and classification of accounts
- 2) Double entry Book-Keeping system.
Information about: Journal, ledger, subsidiary books, cash book, trial balance, final accounts.

Practical**Periods****Topic No. 1: Customer Service Orientation****40**

- 1) Visit to:
 - a) Trade fair
 - b) Exhibitions
 - c) Departmental stores
 - d) Super Market etcAnd write a brief report, based on visit
- 2) Conduct an interview with various types of customers for importance of window display and prepare a summary in brief
- 3) Collect information about four cases of consumer court result (From lodging complain-up to result)
- 4) Prepare a study report in brief on various buying motives for five product suggested by teachers / Instructor

Topic No. 2: Banking & Insurance**60**

- 1) Collect specimen and fill it with imaginary information on following:-
 - a. Loan application (general)
 - b. Application for C.C.
 - c. Application for O.D.
 - d. Application for gold loan
 - e. Application for Car loan
 - f. Loan application for housing

- 2) Prepare a synopsis on guest lecture conducted by teachers / Instructor (Guest – Bank Official)
- 3) Fill in up an Insurance proposal form
 - a. Life Insurance
 - b. Medclaim insurance
 - c. General insurance
- 4) Comparative study of a specific plan of two different insurance companies.
Such as: -
Children plan
Pension Plan
Medclaim plan etc
- 5) Study of documents used in settlements of Insurance.

Topic No. 3: Retail Logistics Services 60

- 1) Collect Lorry receipts and railway receipt in photo copy format. Prepare format and fill in up imaginary entries.
- 2) Write a report on visit to a warehouse.
 - a) Interview with movers & packers to identify functions, packaging material & delivery
 - b) Study of functions performed by courier service agencies / pizza Hut etc.

Topic No. 4: Element of Book- Keeping 80

- 1) Record imaginary 200 entries of a company with the help of Tally software
- 2) Maintain Dummy books of accounts of a retail shop (Minimum 200 entries)

Paper III: Retail Marketing (H3)

Theory

Periods

Topic No. 1: Retail Marketing 30

- 1) Meaning, definition and importance of retail marketing, classification and organization structure in retail. Difficulties of rural retailing.

Topic No. 2: Product Management and Merchandising 30

- 1) Introduction, definition of product, meaning and definition of product management, product mix, stock shrinking, merchandising meaning & methods.

Topic No. 3: Retail Pricing & Promotion 30

- 1) Introduction, meaning, importance of pricing and importance of promotion in retailing.
- 2) Communication in retailing. Types and barriers of communication

Topic No. 4: Non-store Retailing **30**

- 1) Introduction – Meaning of retailing – advantages and disadvantages of e-retailing.
- 2) Logistics and Tele marketing
Concept, technology, e-tendering

Practical

Periods

Topic No. 1: Retail Marketing **70**

- 1) A study in brief about display of various goods kept / arranged in: Departmental stores
Super Markets
Exhibition
- 2) Visit and prepare a workflow chart of floor management of a departmental store.

Topic No. 2: Product Management and Merchandising **70**

- 1) Differentiate and prepare a report on
Display & marketing of existing / regular product
Newly introduced product
- 2) Identify slow moving and fast moving products and prepare a list by visiting a retail grocery shop.
- 3) Study & prepare a brief report on various technologies used in retail stores: -
i)EDI ii) RFID iii) SAP iv) ERP v) EFT vi) Bar Coding

Topic No. 3: Retail Pricing & Promotion **50**

- 1) Conduct interviews with a retailer to identify following pricing strategy:
 - a. Market plus pricing
 - b. Competitive pricing
 - c. Discount pricing
 - d. Off season pricing
 - e. Skim the cream pricing
 - f. Market penetration pricing
- 2) Write minutes based on group discussion on promotion & selling of a product in brief.

Topic No. 4: Non-store Retailing **50**

- 1) Write an essay on tele-marketing through TV Channels.
 - a. List out channels
 - b. List out products
 - c. List out websites
 - d. Procedure of payment

Std. XII
Paper I: Advanced Retail Marketing (H1)
Theory

	Periods
Topic No. 1: Health, Safety and Hygiene in Retailing	35
<ul style="list-style-type: none">1) Meaning of Healthcare activities and Hygiene in Retail store.2) Importance of safety and security3) First aid, safety education, safety norms and its procedures4) Safety equipments, safety rules and regulations. Measures taken in case of - fire, crime, riots, evaluation procedure.5) Work ethics in Retail stores.	
Topic No. 2: Customer Services in Retail Trade	25
<ul style="list-style-type: none">1) Types of Customers, Buyer's behaviour, customer Psychology, various types of buying motives and impact of buying motives.2) Types of customer services in retail stores.3) Experimental Selling and customer retention.4) Customer relations in retail management.	
Topic No. 3: Billing procedure and cash handling in Retailing	30
<ul style="list-style-type: none">1) Basic steps and procedures in billing, example: service tax, sales tax, VAT, other duties etc.2) Methods of handling cash receipts and payments.3) Various methods of receiving payments from customer: through cheques, debit cards, credit cards, mobile and internet banking etc.	
Topic No. 4: Supply Chain Management [SCM]	30
<ul style="list-style-type: none">1) Importance of (SCM) Supply Chain Management.2) Listing out the benefits of (SCM) Supply Chain Management in retailing3) Advantages of SCM in retailing4) Steps and process of (SCM) Supply Chain Management in retailing<ul style="list-style-type: none">a. Demand planning and forecastingb. Source procurementc. Production or assembly stepd. Distribution of goods/Servicese. After sales servicesf. Sales return – defective or excess goods.	

Practical

Periods

Topic No. 1: Health, Safety & Hygiene in Retailing

60

- 1) Yoga and physical Training, Pranayam, Dhyan, Suryanamaskara, Standing P.T. Sitting P.T.
 - a. Practice of First Aid
 - b. Maintenance of (FAK) First Aid Kit for handling accidental cases.
- 2) An Interview with Security personnel. (Precaution & Measures taken)
- 3) Study of Security equipment such as: Security camera (CCTV), Metal detector etc. Fire extinguisher, sand buckets etc.

Topic No. 2: Customer Services in Retail Trade

60

- 1) An interview with Retail salesman to acquaint students with types of customer observation by students:
Regarding customer's services in Retail store
- 2) Study of various techniques
Used for customer relations in Retail trade.

Topic No. 3: Billing Procedure and Cash handling in Retailing.

60

- 1) Find out the stages or sequence for billing in Retail Store.
- 2) Computation of Sales Tax VAT & other taxes on various goods sold in Retail Stores.
- 3) Practice on contents of Dummy Bills for consumer goods such as garment, electronics, cosmetics etc.
- 4) Problems on Bank Reconciliation Statement.
- 5) Coding & decoding procedure for billing. Practicing on Swap machine to acquaint with net banking
- 6) Implement earn and learn scheme through college with various retail stores.

Topic No. 4: Supply Chain Management (SCM)

60

- 1) Arrange Interactive lectures on this Topic No. 4 and get feedback of students in brief report format
- 2) Visits to logistics centres and find out various components and get it in brief report format
- 3) Role playing games for (S.C.M) supply chain management stages.
- 4) Preparation of report on any one method of Inventory control

Paper II: Market Research & Foreign Trade (H2)

Theory

Periods

Topic No. 1: Marketing Research

30

- 1) Meaning, importance, aims and limitations of Marketing Research: -
Introduction, Definition, concept, importance, scope, aims and objectives
limitations, advantages.
 - 2) Classification of Marketing problems: - Industry elements and company elements
 - 3) Areas of Marketing Research :- Market, Research, Product Research, Pricing
Research, Sales Research, Advertising and promotion Research Distribution
Research, Customer Research
 - 4) Steps in Marketing Research or procedure of marketing Research:-
 - a. Crystallising the marketing problems.
 - b. Identifying the Research problems.
 - c. Determining the information needed and its relative sources.
 - d. Obtaining the relative facts and data.
 - e. Analysing and interpreting the facts with reference to the problems
 - f. Preparing research report – incorporating the findings.
 - 5) Meaning, importance and need of MIS: -
Types of data: -
 - a. Primary data, secondary data
 - Sources of data – Internal and External sources
 - Methods of collection of data –
 - a. Survey method –
Questionnaire
 - b. Need and importance of Questionnaire characteristics of good
questionnaire
 - i. Survey through mail
 - ii. Telephonic survey
 - iii. Panel Survey
 - c. Experimental method
 - d. Observation method
- Analysis of collected data: - statistical computation methods, charts
tables, percentages, averages etc
Test marketing
Potential prospects

Topic No. 2: Demand Analysis

30

- 1) Demand: - Introduction, meaning and types
 - a. Forecasting demand
 - b. Manipulating demand
 - c. Elasticity of demand
 - d. Short term vs. long term demand
- 2) Factors affecting demand:-
 - a. Price

- b. Population
 - c. Income
 - d. Satisfaction
 - e. Competition
 - f. Substitution
 - g. Advertising
- 3) Sales forecasting:-
Introduction, definition, concept and methods of sales forecasting
- a. The Jury of executive opinion method
 - b. The sales force composite method
 - c. The user expectation method
 - d. Statistical & Quantitative method
 - e. The trend and regression method
- 4) Advantages and disadvantages of all above methods.
- 5) Types of sales forecasting
- a. Short term forecasting
 - b. Long term forecasting
- Objectives of all above
- 6) Test marketing – objectives and findings – stimulation Games
- 7) Market segmentation
- a. Introduction, objectives, definition, meaning, importance of market
 - b. Segmentation
 - c. Classification
 - d. Geographic, Demographic
 - e. Psychographic and behavioural

Topic No. 3: Buyer's Behaviour

25

- 1) Buyer's behaviour and classification of buying motives.
 - 2) Meaning, Definition & importance of Buyer's behaviour
 - 3) Factors affecting buyer's behaviour –
 - A) External B) Internal
- A) External**
- a. Individual Income
 - b. Family Income
 - c. Expectations
 - d. Credit facilities
 - e. Govt. Policies
 - f. Sociological factors
 - g. Cultural factors
- B) Internal**
- a. Personal factors
 - b. Psychological factors
 - c. Perception
 - d. Attitude
 - e. Motivation
 - f. Learning
 - g. Personality

- 4) Primary or initial buying motives and secondary buying motives. Emotional, buying motives, rational buying motives.

Topic No. 4: Foreign Trade

35

- 1) Foreign Trade:-
Introduction, meaning, definition, importance, advantages and disadvantages
Problems in foreign Trade
- 2) Trade Agreements
Present trends in foreign trade –
Import, Export
International marketing
Agencies helping in International marketing
- 3) Import Trade: Meaning, need, nature and importance, Role of Indent house
Import licensing and Quota
Import trade procedure
- 4) Export Trade: Meaning, importance, need of export trade.
Export trade procedure
- 5) Agencies participating in Export trade. Documents used in Export Trade
 - a. FOR/ FOW [Free on Road / Rail/ Free on Wagon]
 - b. FOB [Free on Board]
 - c. FAS [Free Along with the Ship]
 - d. C & F [Cost and Freight]
 - e. C. I. F [Cost, Insurance and Freight]
 - f. Bill of Lading

Practical

Periods

Topic No. 1: Marketing Research

60

- 1) Prepare questionnaire for any one consumer product
- 2) Undertake survey work for any one P (Product, place, promotion, price, people)
- 3) Obtain a survey Report and prepare your opinion on it.

Topic No. 2: Demand Analysis

60

- 1) Prepare a report on demand estimate for consumer product such as dairy product, vegetables, beverages, bakery product etc in your locality / street
- 2) Interview with a retailer to know demand fluctuation and prepare statistical data to understand the 5 cases of fluctuation in demand
- 3) Prepare a report for sales forecasting of a retail store.

Topic No. 3: Buyer Behaviour

60

- 1) Prepare a questionnaire for knowing buying habits, brand loyalty and price consciousness of products, Such as - mobiles, cosmetics laptop, car etc.
- 2) Conduct a small survey on above
- 3) Prepare a report on above information.

- 4) Prepare a report on buying motives expressed through T.V. advertisement for a same product by different company's brands, such as - tooth paste, bath soap, mobile sim cards, water purifier, face cream etc.

Topic No. 4: Foreign Trade

60

- 1) Browse and find out information through website of agencies helping international market
- 2) Write an Interview Report based on difficulties in foreign trade by interviewing foreign trader (Agri goods, manufactured goods etc)
- 3) Preparation of documents used in Foreign Trade & collect various types of specimen
- 4) Visit Report based on a visit given to foreign trader.

Paper III: Rural Marketing & Stock Exchange (H3)

Theory

Periods

Topic No. 1: Rural Marketing

25

- 1) Meaning of rural marketing, Nature, scope & importance of rural marketing, Classification of rural market - Organised & Unorganised, Functions of rural marketing e.g. trading, packing, storage, branding, processing, financing,
- 2) Co-operative marketing – meaning, definition, objective, advantages, Limitations
- 3) Agency involved in Co-operative marketing.

Topic No. 2: Agricultural Marketing

25

- 1) Meaning, Introduction, definition of Agricultural marketing, Structure & types of agricultural, marketing, various marketing agencies. Agricultural pricing policy, Distinguish between Regulated marketing & co-operative marketing, Marketing of agricultural Produce, crops Beverage tea- coffee, cash crops, Agro based product etc.

Topic No. 3: Stock Exchange

40

- 1) History, meaning, definition of stock Exchange.
- 2) Listing of Securities - Meaning, Procedure, Stock Exchange market in India NSE, BSE, SEBI,

Topic No. 4: Financial Markets

30

- 1) Financial Markets & Money Market – Meaning, Definition and functions of financial market
- 2) Money Market – Meaning, Definition, Importance, characteristics, Instruments of money market.
- 3) Capital Markets – Meaning, Definition, Importance, characteristics, Instruments of capital market. Distinguish between Money Market & Capital Market, Primary Market & Secondary Market.

Practical

	Periods
Topic No. 1: Rural Marketing	50
<ol style="list-style-type: none">1) Report writing based on visit to wholesaler, retailer' co-operative stores, khadi bhandar and village markets2) Arrange an activity for actual purchase and sale of agri products in rural area and prepare a report thereon3) Prepare a report based on an interview with wholesaler, retailer and market committee member	
Topic No. 2: Agricultural Marketing	50
<ol style="list-style-type: none">1) Prepare a Report based on a visit given to a co-operative marketing store and societies2) Prepare a report based on a visit given to a regulated market3) Observe & prepare a report on activities of agricultural produce market.4) Prepare a visit Report based on a visit to cold storage and kharedi vikri sangh5) Prepare a visit Report based on a visit given to rural based business engaged in agriculture produce such as dairy, fruits, flowers, vegetables etc.6) Collect data from agro information centre regarding information provided to the beneficiaries in a particular week	
Topic No. 3: Stock Exchange	70
<ol style="list-style-type: none">1) Prepare an Interview Report based on an interview arranged with a share broker regarding listing of securities e.g. Motilal Oswal, Sherkhan, Anand Rathi etc.2) Select any three industries sector and choose at least five companies. study & record the trend of shares e.g. Cement, IT, Banking, Automobiles and Textiles etc.3) Prepare a dummy DMAT pass book with imaginary entries. (Minimum 25)4) Collect ten (IPO) Initial Public Offer forms and fill in with imaginary information therein.5) Watch business T.V channels and prepare a summary on knowledge obtained by observer	
Topic No. 4: Financial Marketing	70
<ol style="list-style-type: none">1) Conduct an interview with financial analysi & get the knowledge of money market and capital market and summarise it in a Report form2) Prepare a precise report on interview with a financial consultant related to the turnover of capital market in a particular week.3) Prepare dummy papers (format) used in transacting capital market and exercise on it.	