The department meeting was held on the Principal's Chamber on 27-06-2019 After discussing with the principal, faculty of Department of Commerce and the Students of Brom General and Brom Computer Applications It is necolved to enrich the Existing Curriculum by initiating a Certificate course on "Retailing" for the benfit of Students in the Academic year 2019-2020. A proposal Seeking Permission to Start the Course Should be Submitted to the Principal with in three days.

Course Duration: 30 to 40 days
Student Intake: 20 to 30 days
Formative Assessment: 15 marks Cobjective]
Summative Assessment: 25 marks Cobjective]

Course of Goldingtor

(1. F.M.R. Govi Degree College

GANAPAVARAM - 534 198

S.CH.V.P.M.R. Govt. Degree College Accredited "B" by NAAC GANAPAVARAM (W.G.Dt.,)

Staff: 1 Br. Rani Durga - B. lin durga

2. P. V. Ramesh Babu

Lec in Computer Applications

## Student Representation:

1. S. Nagalakahmi - III Brom (G) s nagalakshmi 2. N. Srivijaya - III Brom (CA) N. Srivijaya



Date. 27.06.2019

#### From

Dr V. K.J Prasuna In-charge, Dept. of Commerce SCHVPMR Govt. Degree College Ganapavaram

To

The Principal SCHVPMR Govt. Degree College Ganapavaram

**Sub:** Curriculum Enrichment for 2019-20 - Dept. of Commerce - proposal for starting a Certificate Course in Retailing - Request for permission - Reg.

This is to submit that the Dept. of Commerce is proposing to start a Certificate Course in "Retailing" during the academic year 2019-20 so as to enrich the existing curriculum for the benefit of the students. Hence, this proposal is submitted seeking your permission.

Course duration: 30 to 40 days Student intake: 20 to 30

Name of Faculty: Dr V.K.J Prasuna

Formative Assessment 15 marks (objective type)
Summative Assessment 25 marks (objective type)

Qualifying mark 15

#### Objectives:

- 1.To Know the retailing business, its growth in India and social impact
- 2. To Understand the and organization and supply in retailing
- 3. To Comprehend the opportunities and challenges in retailing
- 4. To Learn the functions that support outlet operations, sales and services

In-shareft Ment of Commerce.

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W. G. Dt., A. P.



Proceedings of the Principal (FAC), SCHVPMR Govt. Degree College, Ganapavaram

Present: Dr M. Syambab, M.Sc., Ph. D.,

Rc.No.19/2/CC-19-20

Dated 28.06.2019

Sub: Dept. of Commerce - Proposal for Certificate Course in Retailing for the academic year 2019- 20- Permission granted - Orders issued - Reg.

The Principal, SCHVPMR Govt. Degree College, Ganapavaram is pleased to grant permission to launch a Certificate Course in "Retailing" by the Department of Commerce during the academic year 2019- 20. The In-charge, Department of Commerce is requested to follow the due procedure for conducting the said course and submit a report thereof.

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PRINCIPAL (F.A.C)
5.CH.Y.P.M.R. Govt. Dagree College
Accredited "B" by NAAC
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Greetings from the department of Commerce

All the students of III B com General and Computer Applications are Informed that the dept of commerce of our college is going to start a certificate course in "Retailing" from 2.01.2019

Hence you are suggested to Enroll for the course and make use of it Enrollment forms are available in the department. A copy of syllabus is enclosed here with.

### DESTAN OF THE COURSE:

Course Name: Retailing'
Duration: 30 to 40 days
Intake: 20 to 30

Course Start date: 02.07.2019 Time: 4:30 to 5:30Pm
Formative Assessment
Summative Assessment

At the end of the course Qualifying marks : 15 marks

- 75:1. Of attendence is mandatory to give the Final
- Fligible Canditates with be given Course Competer-

COUTNE COORDINATOR

Convertment of Commerce

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PRINCIPAL (F.A.C)

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#### Certificate Course on "Retailing"

#### Academic Year 2019-20

**Total Instructional Hours: 30** 

#### Syllabus

**UNIT-I : Introduction** – Retailing – Definition – Role of Retailing – Types of Retailing – Factors influencing the Growth of Retailing in India. **(5 hours)** 

**UNIT-II:** Store location Store location – Factors influencing selection of location – Types of retail outlets – Stores design & Operations – Merchandise planning – Administrative mechanism. (7 hours)

UNIT-III: Human resources in retailing Human resources in retailing – Job profile – Services to customers – Customer care – Communications with customers – Visual merchandising – Enhancing Customer loyalty and Sales promotion. (8 hours)

UNIT-IV: Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing. (5 hours)

UNIT-V: Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix and Non-traditional selling. (5 hours)

Course Coordinator

Department of Commerce

Sti Ch.V.P.M.R. Govt Degree College

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W. G. Dt., A. P.



# DEPARTMENT OF COMMERCE Certificate Course on "RETAILING"

#### Course Outline

ourse Outline						
Course Duration	30 to 40 days					
Course Fee	Nil					
Target Group	BCOM (GEN & COMP)					
Student intake	20 to 30 (First Come-First Serve)					
Start Date	02.07.2019					
No. of Modules	5					
Formative Assessment	15 marks (objective type)					
Summative Assessment	25 marks (objective type)					
Qualifying Mark	15					
Name of the Course Coordinator	Dr V.K.J.PRASUNA					

#### **Student Registration Form**

Date: 02.07.2019

Name of the Student Admission Number Batch Year and Program studying Semester : I Sai Ram : 6443 : 2019 - 2020 : III B.com (CA)

Signature of the Student

Signature of the Course Coordinator



#### DEPARTMENT OF COMMERCE Certificate Course on "RETAILING"

#### Course Outline

Course Duration	30 to 40 days				
Course Fee	Nil  BCOM (GEN & COMP)  20 to 30 (First Come-First Serve)				
Target Group					
Student intake					
Start Date	02.07.2019				
No. of Modules	5				
Formative Assessment	15 marks (objective type)				
Summative Assessment	25 marks (objective type)				
Qualifying Mark	15				
Name of the Course Coordinator	Dr V.K.J.PRASUNA				

#### **Student Registration Form**

Date: 2 /7/2019

Name of the Student Admission Number

Batch

Year and Program studying

Semester

B. Divya

: 5019 - 2020 : D. Com (G)

: B. Divya

Signature of the Student

Signature of the Course Coordinator



(Affiliated to Adikavi Nannaya University, Rajamahendravaram, A.P.)

#### Department of Commerce

Certificate course on "Retailing" Academic Year: 2019-20

List of Students Enrolled

SL. No	Admn. No.	Class	Name of the student	Signature of the Student
1	6414	IIIB.Com(Gen)	N Davendra KrishnaVarma	M. Douondya Kvishna Varma
2	6435	IIIB.Com(Gen)	M Hari Appalachari	M Hari Appala Chari
3	6437	IIIB.Com(Gen)	M Ganesh Durga	M. Granesh Duorga
4	6438	IIIB.Com(Gen)	S Naga Lakshmi	5. Naga Lakshmi
5	6439	IIIB.Com(Gen)	V Dhana Lakshmi	V. Dhana lakshmi
6	6440	IIIB.Com(Gen)	V Durga Bhavani	v. Dorga Bhavani
7	6441	IIIB.Com(Gen)	B Divya	B. Divya
8	6442	IIIB.Com(Gen)	A Iravathi	A. Travathi
9	6443	IIIB.Com(Gen)	I Sai Ram	I. Sai Ram
10	6455	IIIB.Com(Gen)	M Swapna	M. Swapna
11	6466	IIIB.Com(Gen)	M Mohana Venkata Narendra	M.M.V. Nogendra
12	6467	IIIB.Com(Gen)	A Hari Krishna	A. Hari Krishna
13	6468	IIIB.Com(Gen)	M Swarna Kumari	M. Swazna Kumasi
14	6469	IIIB.Com(Gen)	D Chandrika	D.Chandrika
15	6470	IIIB.Com(Gen)	M Rama Kota Bhavani	M. Rama Kota Bhavani
16	6474	IIIB.Com(Gen)	R Anusha	R. Arusha
17	6475	IIIB.Com(Gen)	V Priskilla	V. Priskilla
18	6480	IIIB.Com(Gen)	Ch Danamma	ch. Danamma
19	6481	IIIB.Com(CA)	V Venkatesh	V. venkoutesh
20	6484	IIIB.Com(CA)	S Yuva Raju	S. Yuva Ratu
21	6485	IIIB.Com(CA)	P Manikanta Raju	P. Manikanta Raju
22	6488	IIIB.Com(CA)	K Lakshmana Prabhu	K. Lakshmana psakho
23	6497	IIIB.Com(CA)	A Vera Venkata Sarath Kumar	
24	4 6526	IIIB.Com(CA)	M J Banerjee	m.J. Banesjee
2.5	6534	IIIB.Com(CA)	N Sri Vijaya	N. 50° vijaya.

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Partment of Commerce

th.V.P.M.R. Govt Degree Content

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W. G. Dt., A. P.

All the Students are informed that bormative Assessment Test in Retailing will be conducted on 27.07.2019. Attendance is must.

Syllabus is unit I and II in the prescribed syllabus.

UNIT I: Introduction, Role, and Types of Retailing

UNIT II: Store Location, factors influensing selection

of Location, Types of Actail Outless, Store

design.

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#### Certificate Course in "RETAILING

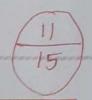
Formative Assessment Test - 27.07.2019 Max. Marks: 15 Time: 30 minutes Name of the Student: B. Divuo Group: II R. Com (G) Admn. No 6441

Answer all the following  $(15 \times 1 = 15)$ 

1. A helps the retailers to face the crisis situations.

- A. Risk management. B. Credit management. C. Financial management.
- D. All of these
- 2. B is a key task for both large & small retailers.
- A. Risk management.B. Crisis management.C. Inventory managementD. All of these.
- 3. A helps the retailers to complete the tasks within the short period of time.
- A. Computerization. B. Outsourcing. C. Both 1 & 2. D. None of these.

  4. Insurance against—is more important due to government rules.
- A. environmental risk. B. production risk. C. both 1 & 2 D. none of these
- 5. The factor leading to the growth of retailing is D.
- A. changing consumer trends B. technology. C. demographics. D. all the above.
- 6. Consumer buying process in retailing involves B.
- A. needs recognition. B. search for information. C. evaluation of retailers. D. all the above.
- 7. Atmosphere in retailing refers to B
- A. the weather outside a store. B. The ambience, music, color scent in a store. C. assortment of products in the store.
- D. display of items in a store,
- 8. E-tailing refers to
- A. sale of electronic items in a store. B. catalog shopping. C. music store. D. retailing shopping using the inter.
- 9. A multi channel retailer sells merchandise <u>C</u>.
- A. over the telephone B. through personal selling and retail stores only. C. over the internet .D. through more than one channel.
- 10. Retailing is a marketing function which C.
- A. sells products to other businesses.B. sells products to a company that resells them.C. sells products to final consumers.D. sells products for one's own use
- 11. The wheel of retailing explains the emergence of new retailing forms by ...
- A. retailers cycle through peaks of high cost price and troughs of low cost price.
- B. wholesalers see retailing opportunity, enter retailing, then turn to wholesaling again.
- C. new retailers emerge, grow, mature and decline.
- D. low margin, low price retailers enter to compete with retailers who are high margin and high price.
- 12. All of the following are possible types of service that a retailer can offer except \_\_\_\_\_\_
- A. Self service.B. self selection.C. limited service.D. all of the above.
- 13. The correct statement about chain stores is A.
- A. They offer economies of scale in buying. B. They can hire good managers. C. They integrate wholesaling and retailing functions.D. They centralize function.
- 14. Which of the following objectives is concerned with strategic marketing planning?
- A. Day to day performance and results.B. Over-all long term organizational growth.C. Identifying the strengths and weaknesses of the marketing departmentD. None of the above.
- is a warning to potential thieves and muggers.
- A. Insurance.B. Security guards.C. Outsourcing.D. Credit management .





#### Certificate Course in "RETAILING"

Formative Assessment Test - 27.07.2019 Max. Marks: 15 Time: 30 minutes Name of the Student: I Sa Ram

Answer all the following (15 X 1 = 15) Group: 71 rd Reom(CA) Admn. No 6443

1. helps the retailers to face the crisis situations.

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D. All of these

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A. Risk management. B. Crisis management. C. Inventory management D. All of these.

3. \_\_\_ helps the retailers to complete the tasks within the short period of time.

A. Computerization. B. Outsourcing. C. Both 1 & 2. D. None of these.

4. Insurance against is more important due to government rules.

A. environmental risk. B. production risk. C. both 1 & 2 D. none of these

5. The factor leading to the growth of retailing is —.

A. changing consumer trends B. technology, C. demographics, D. all the above.

6. Consumer buying process in retailing involves —.

A. needs recognition. D. search for information. C. evaluation of retailers. D. all the above.

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A. the weather outside a store. B. The ambience, music, color scent in a store. C. assortment of products in the store.

D. display of items in a store.

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warning to potential thieves and muggers.

A Insurance B. Security guards.C. Outsourcing.D. Credit management .

Dear Students

Instructions for certificate course on "Retailing" will be conducted today 1.e. 19.08.2019.

Assummative Test Will be conducted on 36.08.2019.

Covering the entire Syllabus. It is informed that 8 tudents with less than 75.1. Of altendance will not be allowed to write the Exam. The qualifying marks will be 15 marks.

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Ay	Pupils	Attendance Register	වී පුළු ජිකරානස් වී කියල් විසි
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6435	M. Hari Appalaclari	PPP PPPP	PPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPP
6437	M. Ganesh Durga	PPPPPP	A A P PP PP P 12 29 967 M. Gronesh Borga
6438	S. Magalakshmi	PPPPPP	P P A A P P P P 12 29 967 3 Naga Lakerni
G439	V. Dhanalaseshmi	PPP PPP	PPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPP
6440	1. DurgaBhavani	3 P ? P P 9 A	P P APAP P 10 26 937.V. DUBO Phavahi
6441	B. Divya	PPPPPP	P P P P P P 10 29 964 B. Divya
6442	A. Provathi	PPP PPP	1 1 1 1 1 P P P P P 10 27 90% A. Iravatia
6443	2. Sailan	PPPPPP	P P P P P P P 10 27 90% A. Iravatha
6455	M. Swapna	PPPPPPP	
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6467	A. Horikalshra	PPPPPP	0 = 10 0 p p p p 1 3 12 27 90 x A. Hari Krishm
6468	M. Swarra kumari	PP	PUPP 1 PP PEPE 3 12 28 93 M. Swasna Kum
6469	D. chandrika		p JP pt 1 P P P P P P P P P P P P P P P P P P
6470	M. Rama Kota Bhavani	P A A P A A A A A A A A A A A A A A A A	Purp   P P P P P P P P P P P P P P P P P P
6474	R. Anusha		1 41 1 5 9 P P P = 0 1 12 - 28 93 / P. Anusha
6475	V. prispilla		
6480	Ch. Danamna	PPA PI I POSTA	1 7 Ap 1 2 1 9 7 26 87 1 ch ganamma
6481	V. venkatus	PPP PPP SS SP	PTPPPPP 8 8 26 63× V. Venkater
6484	S. Yuva Raju		A AP P P P A 5 9 25 83% S. YUVa Roju
6485	P. Manikanta Paju	PPPPPPPI	PPPPPPP OT 10 26 STY. S. YUVA ROJUP Man
6488	k. Lakahmana prabhu	PPPPPP	PPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPPP
6497	A. Westavenhota Sonath Komm	PA	3 (9) (127)
6526	M.J. Banergie	PPPPPP	P P P P P P P P 9 28 93% m.3. Ganes See
6534	N. S. vijaya	PRAPPP	A A P P P A P 10 9 96% N. Soft viscaiga.
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14-14	ఉపార్యాయుని సంకరం		GANAPAVARAM (W.G.DI = 4 25 20



#### Certificate Course in "RETAILING"

Summative Assessment Test at the End of the Course - 26.08,2029
24 24 1 25 00 00
Name of the Student: I Sa Rom Group: III'd B. Com (ca) Admn. No.: 6443
1. The word Retail is derived from the word.
A Latin.B. French.C. English.D. German.
2. Retailer is a person who sells the goods in a
A. large quantities.B. small quantities.C. both a & b.D. none of these.
3. The main objective of the management is—
A. profitability.B. sales growth.C. return on investment. all of these.
4. In retailing there is a direct interaction with——.
A. producer.B. customer.C. wholesaler.D. all of these.
5. Retailing creates——.
A. time utility.B. place utility.C. ownership utility.D. all of these
6. ——activities performed by the retailers.
A. assortment of offerings.B. holding stock.C. extending services.D. all of these.
7. The term stakeholders which includes——,
A. stockholders.B. consumers.C. suppliers.D. all the above.
8. represents how a retailer is perceived by consumers and others.
A. image.B. sales.C. profit.D. none of these.
9. The functions of management start with—.
A. buying.B. planning.C. organizing.D. supervising.
10. "Management is what a manager does" given by.
A. Henry fayol.B. F.W.Taylor.C. Dinkar Pagare.D. none of these.
11. Human resource management process consists of
A. ecruitment, B. selection.C. training, D. all of these.
12. — is the process of seeking and attracting a pool of people from which qualified candidates for job vacancies can be selected.
A. Selection B. Advertisement, C. Compensation, D. Recruitment,

- gives the nature and requirements of specific jobs. A. Human resource planning.B. Job descriptions. C. Job analysis. D. None of these. 14. — is a kind of internal source of recruitment. A. Promotion.B. Employee recommendation.C. Transfer.D. All of these 15. Attracting potential employees is more difficult in case of -A. internal recruitment, B. external of recruitment. C. both a & bD. none of these. is the next step after recruiting the retail personnel. A. Supervision.B. Compensation.C. Training.D. Selection. 17. tests measure a person's capacity or potential capability to learn and perform a job. A. Aptitude test .B. Proficiency test. C. Interest test. D. Personality test. 18. A traditional format that sell 20-80 percent of groceries and other consumable product at discounted A. Dollar Store B. Discounted stores C. Chain store D. off price store 19. — component allow the retailer to offer the employees safety and security A. Fixed component B. Fringe benefit component C. Variable component D. All of the above. 20. — is the manner of providing a job environment that encourages employee's accomplishment. A. Compensation B. Supervision C. Training D. None of the above. 21. Store security relates to ---. A. Personal security B. merchandise security. Q. both a & b .D. none of these. 22. Form of payment which a retailer may accept is -A. cash only.B. cash & credit cards .C. cash or debit cards.D. all of these 23. Many retailers have improved their operation productivity through ----. A/computerization.B. outsourcing.C. both a & b.D. none of these. 24. The computerized check out is used by ---. A. large retailers .B. small retailers. C. multi retailers D. all of these. 25. With the help of—a retailer pays an outsider party to undertake one or more of its operating functions A. outsourcing .B. credit management C. computerization .D. none of these.

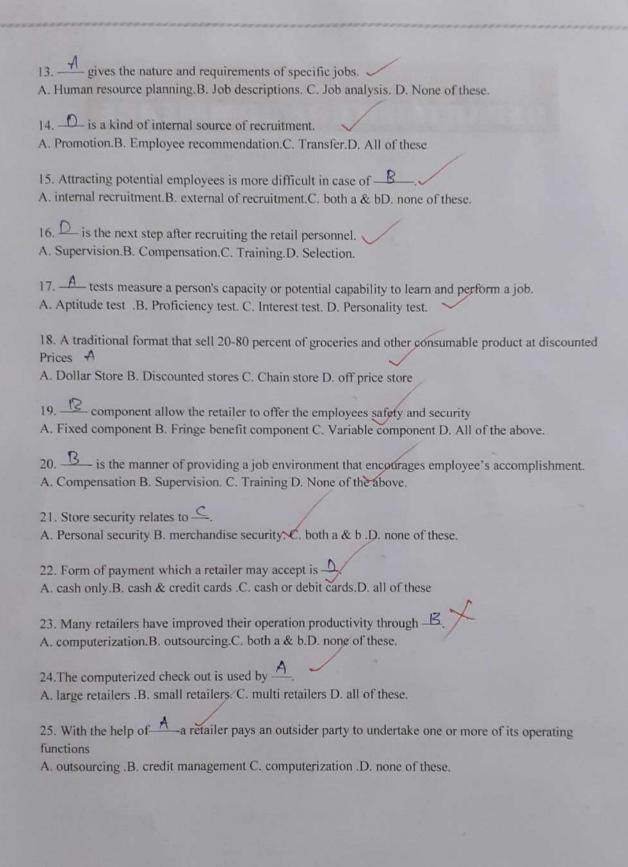
Max. Marks: 25 Time: 50 minutes



#### Certificate Course in "RETAILING"

Summative Assessment Test at the End of the Course - 26.08.2029

			Time: 50 minutes
Name of the Student: B. Divua Group:	II B. CO	m (GI)	Admn. No.: 6 441
Answer all the following (25 X 1 = 725)			
. The word Retail is derived from the A word.			
A. Latin.B. French.C. English.D. German.			
P			
2. Retailer is a person who sells the goods in a			
A. large quantities.B. small quantities.C. both a & b.D. n	one of these.		
3. The main objective of the management is			
A. profitability.B. sales growth.C. return on investment	all of these		
p de la constant de l	. un or these.		
4. In retailing there is a direct interaction with $\mathcal{D}_{-}$ .			
A. producer.B. customer.C. wholesaler.D. all of these.			
5. Retailing creates .			
A. time utility.B. place utility.C. ownership utility.D. all	of these.		
6. Dactivities performed by the retailers.			
A. assortment of offerings.B. holding stock.C. extending	services.D. al	Lofthese	
/ Last and the control of the contro	/	. or areser	
7. The term stakeholders which includes			
A. stockholders.B. consumers.C. suppliers.D. all the abo	ve.		
Α		/	
8. A represents how a retailer is perceived by consume	ers and others.		
A. image.B. sales.C. profit.D. none of these.	·		
9. The functions of management start with P.			
A. buying.B. planning.C. organizing.D. supervising.			
10. "Management is what a manager does" given by.			4
A. Henry fayol.B. F.W.Taylor.C. Dinkar Pagare.D. none	of these.		
	) /		
11. Human resource management process consists of — A. ecruitment. B. selection.C. training. D. all of these.			
12. P is the process of seeking and attracting a pool of	people from v	vhich quali	fied candidates for job
vacancies can be selected.	past included	men quan	and the feet
A. Selection.B. Advertisement. C. Compensation. D. Rec	cruitment.		





(Affiliated to Adikavi Nannaya University, Rajamahendravaram, A.P.)

Department of Commerce

Certificate course on "RETAILING"

Academic Year: 2019-20

RESULT SHEET

			KESCELL	J. R. R. R. J. R. J.				
S.No	Admn.	Class	Name of the student	FA Marks 15	SA Marks 25	Total 40	Grade	Signature of the Student
1	6414	IIIB.Com(CA)	N Davendra Krishna Varma	12	23	35	A	N. Davendra Krisha kon
2	6435	IIIB.Com(Gen)	M Hari Appalachari	13	24	37	A	M. Havi popula chas
3	6437	IIIB.Com(Gen)	M Ganesh Durga	12	24	36	A	M. Granesh Overga
4	6438	IIIB.Com(Gen)	S Naga Lakshmi	14	24	38	A	S. Naga Laston
5	6439	IIIB.Com(Gen)	V Dhana Lakshmi	14	24	38	A	V. Dhana lakshmi
6	6440	IIIB.Com(Gen)	V Durga Bhavani	14	24	38	A	W. Duga Bhavani
7	6441	IIIB.Com(Gen)	B Divya	13	24	37	A	B. Divya
8	6442	IIIB.Com(Gen)	A Iravathi	12	21	33	A	A. Iravathi
9	6443	IIIB.Com(CA)	I Sai Ram	11	24	38	A	J. sai Ram
10	6455	IIIB.Com(Gen)	M Swapna	13	24	37	A	M. Swapna
11	6466	IIIB.Com(CA)	M Mohana Venkata Narendra	11	17	28	В	MM.V Nagrendra
12	6467	liib.Com(CA)	A Hari Krishna	10	17	27	В	A. Hari Krishma
13	6468	IIIB.Com(Gen)	M Swarna Kumari	12	17	29	В	M. Swarna kumari
14	6469	IIIB.Com(Gen)	D Chandrika	13	22	35	A	D.Chandrika
15	6470	IIIB.Com(CA)	M Rama Kota Bhavani	10	19	29	В	m. Rama Kota Bhaumi
16	6474	IIIB.Com(Gen)	R Anusha	12	23	35	A	R. Anusha.
17	6475	IIIB.Com(Gen)	V Priskilla	10	17	27	В	V. Priskilla
18	6480	IIIB.Com(Gen)	Ch Danamma	13	22 '	35	A	ch. panamma
19	6481	IIIB.Com(Gen)	V Venkatesh	11	12	23	C	V. Venkatesh
20	6484	IIIB.Com(Gen)	S Yuva Raju	12	17	29	В	S. Yuva Ratu
21	6485	IIIB.Com(Gen)	P Manikanta Raju	12	17	29	В	P. Manikanto Raju
22	6488	IIIB.Com(Gen)	K Lakshmana Prabhu	10	19	29	В	K. Lakshmana paabhu
23	6497	IIIB.Com(CA)	A Vera Venkata Sarath Kumar	AB	AB	AB	F	ABSENT
24	6526	IIIB.Com(Gen)	M J Banerjee	10	19	29	В	W.2. Banestee
25	6534	IIIB.Com(CA)	N Sri Vijaya	10	19	29	В	N. Sxi Vitaya.

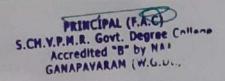
Grade: > 30 - A, 26 to 30 - B, 21 to 25 - C, 15 to 20 - D, < 15 Fail

Course Coordinator

Department of Commerce

GANAPAVARAM - 534 198

W. G. Dt., A. P.





#### Certificate Course on "RETAILING"

Report

Course started on 2<sup>nd</sup> July 2019 with a target to give basic Retailing knowledge to Commerce students. Twenty-Five students from III B.com General and Computer Applications, joined and Twenty-Four completed the course successfully. The course covered basic Retail marketing concepts like the Role of Retailing, Types of Retailing Factors influencing the Growth of Retailing in India. Human resources in retailing evolution of Job profile Services, Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing. Retail Formats. Finally, the course succeeds in making students Marketing knowledge.

#### **Learning Outcomes**

- \* Students can describe the firms involved in a supply chain
- Students can summarize the key challenges facing retailers
- Students can explain how organizational structure determines the activities that specific employees will perform
- Students can describe the typical structure of a single-store retailer, national chain, and diversified retailer
- Students can define merchandise management
- Students candescribe the characteristics and functions performed within retail buying organizations

VICT PRANUAL
Course Coordinator
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W. G. Dt., A. P.

Preniperal (F.A.C)
S.CH.Y.P.M.R. Govt. Degree College
Accredited "B" by NAAC
GANAPAVARAM (W.G.Dt.,)



# SRI CHINTALAPATI VARA PRASADA MURTHY RAJU GOVERNMENT DEGREE COLLEGE GANAPAVARAM-534 198





#### CERTIFICATE

This is to certify that

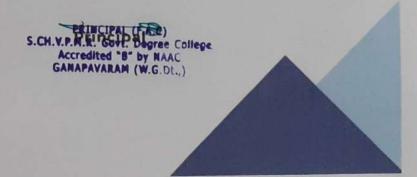
I SAIRAM, III B.COM(COMPUTER APLLICATIONS) (Admission No.6443)

of

SCHVPMR GOVERNMENT DEGREE COLLEGE, WEST GODAVARI, ANDHRA PRADESH has successfully completed the certificate course in "RETAILING" conducted from 02 July to 26 August 2019 offered by the Department of Commerce with grade "A".

CourseCoordinator

Department of Commerce
Sri Ch.V.P.M.R. Govt Degree College
GANAPAVARAM - 534 198
W. G. Dt., A. P.





# SRI CHINTALAPATI VARA PRASADA MURTHY RAJU

GOVERNMENT DEGREE COLLEGE GANAPAVARAM-534 198



ESTD. 1972 • AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY • ACCREDITED NAAC 'B'

#### CERTIFICATE

This is to certify that B DIVYA, III B.COM(GENERAL) (ADMISSION NO.6441)

of

SCHVPMR GOVERNMENT DEGREE COLLEGE, WEST GODAVARI, ANDHRA PRADESH has successfully completed the certificate course in "RETAILING" conducted from 02 July to 26 August 2019 offered by the Department of Commerce with grade "A".

outtment of Commerce . ch. V.P.M.R. Govt Degree College GANAPAVARAM - 534 198 W. G. Dt., A. P.

