

Education is for Knowledge, Science & Culture.

- Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha , Kolhapur



**VIVEKANAND COLLEGE( AUTONOMOUS) KOLHAPUR**

**DEPARTMENT OF BBA**

**ADD ON COURSE**

**RETAIL MARKETING**

SR NO	HEADING	PARTICULARS
1.	Title of Course	Retail Marketing
2.	Eligibility for Admission	Candidate who passed 10+2 examination with at least 45% marks.
3.	Passing marks for course	The must obtain 35% of the total marks in theory and separate passing for internals.
4.	Course duration	6 months
5.	Intake capacity	30 students
6.	Fees	Rs. 700 + 200 (exam fee)
7.	Job opportunities	Store manager, self employment
8.	To be implemented from the academic period	from the academic period 2018-19

The existing add-on course is designed and introduced for under graduate students of all faculty to enhance their marketing skills. The syllabus is design and offering opportunities to learner to study basic and advance in retail marketing.

**OBJECTIVES OF COURSE:**

1. To develop the skill & knowledge of management.
2. To define the principle of retail management.
3. To define the basic concept of marketing.
4. To recognize the elements of market
5. To introduce basics concept e retailing.
6. To make students self employed.



## Vivekanand College (Autonomous), Kolhapur.

Greetings,

Department of BBA, Vivekanand College (Autonomous), Kolhapur Launching Add –on Course on **Retail Marketing** for Students.

This add-on course is designed and introduced for undergraduate students of all faculties to enhance their marketing skills requires for students to develop their personalities.

Department is offering the course with a very affordable fees so even from low financial background do not miss the opportunity of education.

In short span of 30hrs the students can benefit from relevant knowledge, essential skills and resulting improvement in their confidence and become employable

### Details of Course

- Lectures from experts- Dr. Varsha Maindargi, HOD, Dept. of Commerce, Kamala College, Kolhapur.
- Examination
- Duration : 3 Months (30 Hrs)
- Certificate

### OBJECTIVES OF COURSE

- To define the principle of retail management.
- To define the basic concept of marketing.
- To recognize the elements of market.
- To introduce basics concept e-retailing.
- To make students self employed.

### LEARNING OUTCOME:-

1. After completing this course students can get brief knowledge about retail marketing.
2. This course enables the students to enter into field of retailing.



## REFERENCE BOOKS :

1. Retail Management –Bajaj T Shrivastava ,Oxford ,Second Edition
2. Retail Management –A Global Perspective : Pradhan, Mc Graw Hill 4<sup>th</sup> Edition
3. Retail Marketing in the Modern Age- Prashant Choudhari –Sage Text
4. Retail Management – Retail Concepts and Practices – Dr.R.S.Tiwari,Himalaya Publishing House
5. Marketing Management –Text and Cases – Tapan Panda –EB
6. Retail Management –Dr.Harshjit Singh –S.Chand

## Eligibility

- 10+2 Pass Student with at least 45% marks.
- Students From Any Stream

## Examination & Certificate

- Examination will be of 40 Marks for written exam + 10 marks for field work.
- Minimum Passing marks- 16 for written exam & 4 for field work.
- After the successful completion of this course students will get Certificate

## Admission Process

- Student select the course from pool of courses offered by the college
- Student Fill up Registration form and enroll for the course
- Admission will be given on first come first serve basis

## Batch & Class Duration

- Lectures will be conducted after 11:00 am.



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- Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha , Kolhapur


**VIVEKANAND COLLEGE (AUTONOMOUS) KOLHAPUR**

**DEPARTMENT OF BBA**

Date: 06/01/2019

**Notice**

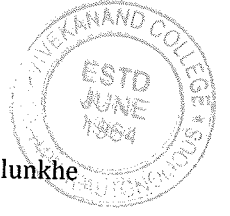
All the students of are hereby informed that, those who have taken admission for Add on Course - **Retail Marketing** their lectures will start from 08 th jan, 2020 at 11.00AM.in room no.19

  
Mr. P.A. Chougale  
Coordinator

Education is for Knowledge, Science & Culture.

- Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha , Kolhapur



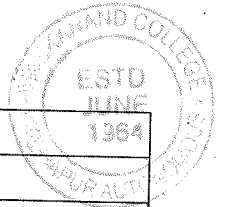
VIVEKANAND COLLEGE( AUTONOMOUS) KOLHAPUR

DEPARTMENT OF BBA

ADD ON COURSE

RETAIL MARKETING

Sr.no	Student name	sign
1.	Faijan Salim Desai	FDesai
2.	Komal vilas sutar	Ksutar
3.	Patil shwetarani shivajirao	Patil
4.	Dipali Dayanand Kuzale	DKuzale
5.	Snehal Sambhaji Kumbhar	SKumbhar
6.	Prachi Bapuso Patil	Patil
7.	Shweta Jagannath Mohite	Shweta
8.	Shreeya. Sudhir. Desai	Shreeya
9.	Priyanka Prabhakar Kulkarni	Priyanka
10.	Mayuri Prashant Koyande	PKoyande
11.	Shradha Sunil Naawal	SNaawal
12.	Kajal Rangarao Sawant	KSawant
13.	Diksha Dattatray Patil	DKPatil
14.	Rutuja Kedarni Jadhav	RJadhav
15.	Aatiya Bandem Mujawar	AMujawar
16.	Manoj Mohan Bhosale	MBhosale
17.	Prasad Sunil Desai	PSDesai
18.	Akash Mahesh Naik	ANaik
19.	Atul Rajendree Salunkhe	ASalunkhe
20.	Simran Mansur Mahesh	SMahesh
21.	Ayush Shirish Citarange	ACitarange
22.	Afanan Ashajak Patil	APatil
23.	Lohar Datta Balu	LDatta
24.	Vedant Sandeep Sarda	VSarda
25.	Aditya Santosh Sharma	ASharma



26	Shubham Sukhdev Yashwant	Shubham
27	Nitin Kalyan Patil	Nitin
28	JAMI R. ILIYAS. PATNI	Jami
29	Samajjeet Sujitsinh Mohite	Samajjeet
30	Mangesh Mahesh Jadhav	Mangesh
31	Jairaj. Nandkumar. Oraveli.	Jairaj
32	Kedar Deepak Yadav	Kedar
33	Suraj Shiveji Pavaskar	Suraj
34	Dhananjay Anaso Patil	Dhananjay
35	Rushikesh Subhas Pawar	Rushikesh
36	Shubham Sayaji Unhale	Shubham

# Vivekanand College, Kolhapur (Autonomous)

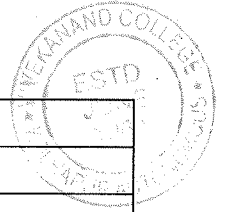


## Add-on Course

IN

## Retail Marketing

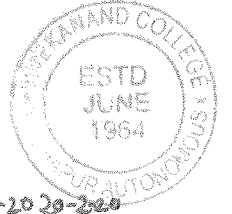
Sr.no	Name of the student	class	Contact Detail
1	Pranil Patil	BBA-I	9845390297
2	Roshan Patel	BBA-I	7770050500
3	Sidhant Patil	BBA-I	7709142901
4	Shreyash Desai	BBA-I	9552066633
5	Swapnil Mali	BBA-I	9975960747
6	Shrinath Swami	BBA-I	7385902731
7	Mandar Rane	BBA-I	7776957140
8	Tejas Mote	BBA-I	9359762343
9	Vyankatesh Pidiyar	BBA-I	7776957140
10	Pranoti Khot	BBA-I	9579733956
11	Shraddha Patil	BBA-I	9421727348
12	Priya More	BBA-I	8623859151
13	Aakanksha Tikode	BBA-I	7709459695
14	Sanika Sadavarte	BBA-I	9535552022
15	Divya Ratwani	BBA-I	8999388259
16	Sayali solokhe	BBA-I	7038238984
17	Arpita Raut	BBA-I	7720833837
18	Darshana Bhadekar	BBA-I	7038655713
19	Preshita Kulkarni	BBA-I	9921036494
20	Malhar Kulkarni	BBA-I	7218869900
21	Aditya Sankpal	BBA-I	9172505865
22	PRithviraj jadhav	BBA-I	8805209189
23	Mangesh Jadhav	B.Com-I	8180026591
24	Pallavi ingawale	B.Com-I	9822040481
25	Arpita Gaikwad	B.Com-I	7397827008
26	Aanis MOKashi	B.Com-II	9325248246



27	Gourav bhavane	B.Com-II	7499990223
28	Shatabdi khot	B.Com-II	9075993723
29	Pranali Patil	B.Com-II	
30	Mayuri patil	B.Com-I	9518377183
31	Nilesh Badde	BBA-I	8762158076
32	Ulape Manali	BBA-I	9689966899
33	Patil Rutwik	BBA-I	7350227272
34	Siddhant patil	BBA-I	7709142901
35	Vaibhav patil	BBA-I	7720099576
36	Vishnavi koppal	B.Com-I	8999534610
37	Sumit sutar	BBA-I	8408853132
38	Bhumika Parihar	BBA-I	9822252308
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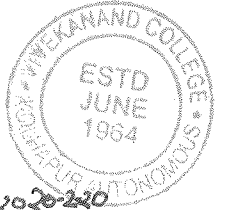






29/1-20 29/ 30/ 5-2- 6-2-7-2 R/09/ 20-2-20 20-20

15	Dhananjay Patil	B.com-I											
16	Nitin patil	B.com-I											
17		B.com-I											
18	Mangesh jadhav	B.com-I											
19	Faizan Desai	B.com-I											
20	Akash naik	B.com-I	Akash			Akash	Akash	Akash					
21	Rutuja jadhav	B.com-I											
22	Komal sutar	B.com-I											
22		B.com-I											
23	Jamir Pathani	B.com-I	Jamir	Jamir	Jamir	Jamir	Jamir	Jamir	Jamir				
24	Shwetarani Patil	B.com-I											
25	Richa mirashi	B.com-I											
26	Diksha patil	B.com-I											
27	Shreya Desai	B.com-I					Shreya	Shreya					
28	Shnehal kumbhar	B.com-II					Shnehal						
29	Shraddha sunil Hawal	B.com-II					Shraddha						
30	Aathiya Sardar muzavar	B.com-II					Aathiya						



24.1.2020  
29/11 30/11 5/12 6/12 7/12 12/02/2020-2021

31	Dipali Dayanand Kurale	B.com-II																
32	Aayudh shirish warange	B.com-I																
33	Aaditya santosh Sharma	B.com-I	<del>Patil</del>	<del>Patil</del>														
34	Kedar yadav	B.com-I	<del>Yadav</del>	<del>Yadav</del>														
35	Prachi Patil	B.com-I	<del>Patil</del>	<del>Patil</del>														
36	Suraj pavasakr	B.com-I	<del>Suraj</del>															
37	Shubham shvaji patil	B.com-I																
38	Samarjeet mohite	B.com-I	<del>Samarjeet</del>	<del>Samarjeet</del>	<del>Samarjeet</del>	<del>Samarjeet</del>												
39	Mahesh ingavale	B.com-I																
40	Vedant Sarda	B.com-I	<del>Ved</del>	<del>Ved</del>														

41 Afanani Patil B.Sc II ~~Patil~~ ~~Patil~~ ~~Patil~~ ~~Patil~~ ~~Patil~~ ~~Patil~~ ~~Patil~~ ~~Patil~~

42. Shubhangi Khatangle B.Sc II

~~Patil~~ ~~Patil~~ ~~Patil~~ Coordinator

43. Pooja Khandekar B.Sc II

~~Patil~~ RETAIL MARKETING

44. Pradya Magdum B.com II

~~Patil~~ ~~Patil~~ ~~Patil~~ ~~Patil~~

45. Simran Mahabadi B.Com II

46. Shweta Mohite B.Com II

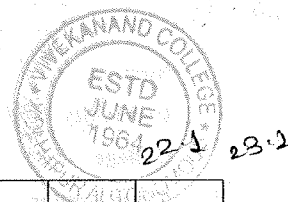
47 Priyanka Kulkarni B.Lom II

~~Patil~~ ~~Patil~~ ~~Patil~~ ~~Patil~~

48 Mayuri Koyande B.Lom III







31	Dipali Dayanand Kurale	B.com- I			<del>Divale</del>	<del>Divale</del>	<del>Divale</del>			<del>Divale</del>	<del>Divale</del>	
32	Aayush Shirish warange	B.com- II	<del>Aayush</del>	<del>Aayush</del>	<del>Aayush</del>	<del>Aayush</del>	<del>Aayush</del>	<del>Aayush</del>	<del>Aayush</del>	<del>Aayush</del>	<del>Aayush</del>	<del>Aayush</del>
33	Aaditya santosh Sharma	B.com- I	<del>Aaditya</del>	<del>Aaditya</del>	<del>Aaditya</del>	<del>Aaditya</del>	<del>Aaditya</del>	<del>Aaditya</del>	<del>Aaditya</del>	<del>Aaditya</del>	<del>Aaditya</del>	<del>Aaditya</del>
34	Kedar yadav	B.com- II	<del>Kedar</del>	<del>Kedar</del>	<del>Kedar</del>	<del>Kedar</del>	<del>Kedar</del>	<del>Kedar</del>	<del>Kedar</del>	<del>Kedar</del>	<del>Kedar</del>	<del>Kedar</del>
35	Prachi Patil	B.com- I		<del>Prachi</del>	<del>Prachi</del>	<del>Prachi</del>	<del>Prachi</del>			<del>Prachi</del>		<del>Prachi</del>
36	Suraj pavasakr	B.com- II	<del>Suraj</del>	<del>Suraj</del>	<del>Suraj</del>	<del>Suraj</del>	<del>Suraj</del>	<del>Suraj</del>	<del>Suraj</del>	<del>Suraj</del>	<del>Suraj</del>	<del>Suraj</del>
37	Shubham shvaji patil	B.com- II	-----									
38	Samarjeet mohite	B.com- II		<del>Samarjeet</del>	<del>Samarjeet</del>	<del>Samarjeet</del>	<del>Samarjeet</del>	<del>Samarjeet</del>	<del>Samarjeet</del>	<del>Samarjeet</del>	<del>Samarjeet</del>	<del>Samarjeet</del>
39	Mahesh ingavale	B.com- II	<del>Mahesh</del>	<del>Mahesh</del>	<del>Mahesh</del>	<del>Mahesh</del>	<del>Mahesh</del>					
40	Adakash sakhare	B.com- II		<del>Adakash</del>	<del>Adakash</del>	<del>Adakash</del>	<del>Adakash</del>					
41	Afanan Patil	B.Sc - II	<del>Afanan</del>	<del>Afanan</del>	<del>Afanan</del>	<del>Afanan</del>	<del>Afanan</del>	<del>Afanan</del>	<del>Afanan</del>	<del>Afanan</del>	<del>Afanan</del>	<del>Afanan</del>
42	Kajal Sawant	B.Com II			<del>Kajal</del>	<del>Kajal</del>	<del>Kajal</del>	Coordinator	<del>Kajal</del>	<del>Kajal</del>	<del>Kajal</del>	<del>Kajal</del>
RETAIL MARKETING												
43	Priyanka Kulkarni	B.Com - III			<del>Priyanka</del>	<del>Priyanka</del>	<del>Priyanka</del>	<del>Priyanka</del>	<del>Priyanka</del>	<del>Priyanka</del>	<del>Priyanka</del>	<del>Priyanka</del>
44	Yedant Sarda	B.Com II	<del>Yedant</del>	<del>Yedant</del>	<del>Yedant</del>	<del>Yedant</del>	<del>Yedant</del>	<del>Yedant</del>	<del>Yedant</del>	<del>Yedant</del>	<del>Yedant</del>	<del>Yedant</del>
45	Mayuri P. Koyande	B.Com III									<del>Mayuri</del>	<del>Mayuri</del>



# Vivekanand College, Kolhapur (Autonomous)

## Add-on Course

### IN

## Retail Marketing

Sr. no	Student name	class	Mobile no.
1	Priyanka Kulkarni	B.com-III	9403804849
2	Mayuri Koyande	-II-	9075110770
3	Shubhangi Khantagale	B.sc-II	8805491674
4	Pooja Khandekar	-II-	9763416081
5			
6	Datta B lohar	B.com-I	9284460094
7	Sanket D wangikar	B.com-I	9766745035
8	Manoj M. Bhosale	B.com-I	7507313749
9	Prasad s. Desai	B.com-I	8983797156
10	Atul R. salunkhe	B.com-I	7755963298
11	Shubam s. Yashvant	B.com-I	7765071006
12	Rushikesh Powar	B.com-I	7038945882
13	Shubham s Unhale	B.com-I	7709589302
14			
15	Dhananjay Patil	B.com-I	9146939206
16	Nitin patil	B.com-I	8698849813
17			
18	Mangesh jadhav	B.com-I	880026591
19	Faizan Desai	B.com-I	9657027841
20	Akash naik	B.com-I	7972027866
21	Rutuja jadhav	B.com-I	9764044547
22	Komal sutar	B.com-I	7507093761
22			
23	Jamir Pathani	B.com-I	7558447890
24	Shwetarani Patil	B.com-I	7448127533
25	Richa mirashi	B.com-I	9850037914
26	Diksha patil	B.com-I	7218304657
27			
28	Shnehal kumbhar	B.com-I	8975918045
29	Shraddha sunil Hawal	B.com-I	9763428103



30	Aathiya Sardar muzavar	B.com-I	9923744288
31	Dipali Dayanand Kurale	B.com-I	9850856471
32	Aayudh shirish warange	B.com-I	7378712903
33	Aaditya santosh Sharma	B.com-I	7972725366
34	Kedar yadav	B.com-I	9922204480
35	Prachi Patil	B.com-I	9130910007
36	Suraj pavasakr	B.com-I	9143712580
37	Shubham shvaji patil	B.com-I	8308317264
38	Samarjeet mohite	B.com-I	9623122000
39	Mahesh ingavale	B.com-I	8421834118
40		B.com-I	

Sl. No.	Name	Roll No.	Grade	Phone No.
30	Aathiya Sardar muzavar	1001	B.COM-I	9923744288
31	Dipali Dayanand Kurale	1002	B.COM-I	9850856471
32	Aayudh shirish warange	1003	B.COM-I	7378712903
33	Aaditya santosh Sharma	1004	B.COM-I	7972725366
34	Kedar yadav	1005	B.COM-I	9922204480
35	Prachi Patil	1006	B.COM-I	9130910007
36	Suraj pavasakr	1007	B.COM-I	9143712580
37	Shubham shvaji patil	1008	B.COM-I	8308317264
38	Samarjeet mohite	1009	B.COM-I	9623122000
39	Mahesh ingavale	1010	B.COM-I	8421834118
40				

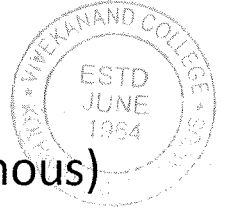
Coordinator

RETAIL MARKETING

Signature of the Coordinator

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Vivekanand College, Kolhapur (Autonomous)  
Add-on Course  
IN  
Retail Marketing

Sr. no	Student name	class	Mobile no.
1	Sunita sanjay pujari	BA-II	9881747327
2	Shivani dilip kamble	BA-II	8080168441
3	Dhanashri bapu patil	BA-II	8660790945
4	Shivani keshav patil	BA-II	8975942623
5	Vaishnavi D. ghorapde	BA-II	7030017841
6	Datta B lohar	B.com-I	9284460094
7	Sanket D wangikar	B.com-I	9766745035
8	Manoj M. Bhosale	B.com-I	7507313749
9	Prasad s. Desai	B.com-I	8983797156
10	Atul.R. salunkhe	B.com-I	7755963298
11	Shubam s. Yashvant	B.com-I	7765071006
12	Rushikesh Powar	B.com-I	7038945882
13	Shubham s Unhale	B.com-I	7709589302
14	Jayraj v gavali	B.com-I	8459388367
15	Dhananjay Patil	B.com-I	9146939206
16	Nitin patil	B.com-I	8698849813
17	Tejas Kumbhar	B.com-I	7040140801
18	Mangesh jadhav	B.com-I	880026591
19	Faizan Desai	B.com-I	9657027841
20	Akash naik	B.com-I	7972027866
21	Rutuja jadhav	B.com-I	9764044547
22	Komal sutar	B.com-I	7507093761
22	Pradyumn Ghat	B.com-I	8847797919
23	Jamir Pathani	B.com-I	7558447890
24	Shwetarani Patil	B.com-I	7448127533
25	Richa mirashi	B.com-I	9850037914
26	Diksha patil	B.com-I	7218304657
27	Shreya Desai	B.com-I	7775016670
28	Shnehal kumbhar	B.com-I	8975918045
29	Shraddha sunil Hawal	B.com-I	9763428103



**Vivekanand College, Kolhapur (Autonomous)**  
**Add-on Course**  
**IN**  
**Retail Marketing**

Sr. no	Student name	class	Mobile no.
1	Sunita sanjay pujari	BA-II	9881747327
2	Shivani dilip kamble	BA-II	8080168441
3	Dhanashri bapu patil	BA-II	8660790945
4	Shivani keshav patil	BA-II	8975942623
5	Vaishnavi D. ghorapde	BA-II	7030017841
6	Datta B lohar	B.com-I	9284460094
7	Sanket D wangikar	B.com-I	9766745035
8	Manoj M. Bhosale	B.com-I	7507313749
9	Prasad s. Desai	B.com-I	8983797156
10	Atul R. salunkhe	B.com-I	7755963298
11	Shubam s. Yashvant	B.com-I	7765071006
12	Rushikesh Powar	B.com-I	7038945882
13	Shubham s Unhale	B.com-I	7709589302
14	Jayraj v gavali	B.com-I	8459388367
15	Dhananjay Patil	B.com-I	9146939206
16	Nitin patil	B.com-I	8698849813
17	Tejas Kumbhar	B.com-I	7040140801
18	Mangesh jadhav	B.com-I	880026591
19	Faizan Desai	B.com-I	9657027841
20	Akash naik	B.com-I	7972027866
21	Rutuja jadhav	B.com-I	9764044547
22	Komal sutar	B.com-I	7507093761
22	Pradyumn Ghat	B.com-I	8847797919
23	Jamir Pathani	B.com-I	7558447890
24	Shwetarani Patil	B.com-I	7448127533
25	Richa mirashi	B.com-I	9850037914
26	Diksha patil	B.com-I	7218304657
27	Shreya Desai	B.com-I	7775016670
28	Shnehal kumbhar	B.com-I	8975918045
29	Shraddha sunil Hawal	B.com-I	9763428103

Education is for Knowledge, Science & Culture.

- Shikshanmaharshi Dr. Bapuji Salunkhe



Shri Swami Vivekanand Shikshan Sanstha , Kolhapur

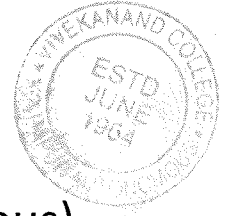
**VIVEKANAND COLLEGE (AUTONOMOUS) KOLHAPUR**

**DEPARTMENT OF BBA**

**ADD ON COURSE**

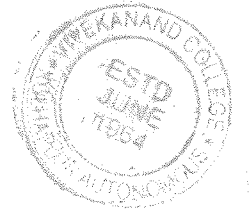
**RETAIL MARKETING**

Sr.no	Particular	Amount
1	Remuneration of external faculty (400*30)	12000
2	Coordinator	2000
3	Principle	2000
4	Office clerk	500
5	Paper setter	120
6	Assessment	200
7	Stationary	200
	Total	17,020



Vivekanand College, Kolhapur (Autonomous)  
Add-on Course  
IN  
Retail Marketing

Sr. no	Student name	class	Mobile no.
1	Sunita sanjay pujari	BA-II	9881747327
2	Shivani dilip kamble	BA-II	8080168441
3	Dhanashri babu patil	BA-II	8660790945
4	Shivani keshav patil	BA-II	8975942623
5	Vaishnavi D. ghorapde	BA-II	7030017841
6	Datta B lohar	B.com-I	9284460094
7	Sanket D wangikar	B.com-I	9766745035
8	Manoj M. Bhosale	B.com-I	7507313749
9	Prasad s. Desai	B.com-I	8983797156
10	Atul R. salunkhe	B.com-I	7755963298
11	Shubam s. Yashvant	B.com-I	7765071006
12	Rushikesh Powar	B.com-I	7038945882
13	Shubham s Unhale	B.com-I	7709589302
14	Jayraj v gavali	B.com-I	8459388367
15	Dhananjay Patil	B.com-I	9146939206
16	Nitin patil	B.com-I	8698849813
17	Tejas Kumbhar	B.com-I	7040140801
18	Mangesh jadhav	B.com-I	880026591
19	Faizan Desai	B.com-I	9657027841
20	Akash naik	B.com-I	7972027866
21	Rutuja jadhav	B.com-I	9764044547
22	Komal sutar	B.com-I	7507093761
22	Pradyumn Ghat	B.com-I	8847797919
23	Jamir Pathani	B.com-I	7558447890
24	Shwetarani Patil	B.com-I	7448127533
25	Richa mirashi	B.com-I	9850037914
26	Diksha patil	B.com-I	7218304657
27	Shreya Desai	B.com-I	7775016670
28	Shnehal kumbhar	B.com-I	8975918045
29	Shraddha sunil Hawal	B.com-I	9763428103



30	Aathiya Sardar muzavar	B.com-l	9923744288
31	Dipali Dayanand Kurale	B.com-l	9850856471
32	Aayudh shirish warange	B.com-l	7378712903
33	Aaditya santosh Sharma	B.com-l	7972725366
34	Kedar yadav	B.com-l	9922204480
35	Prachi Patil	B.com-l	9130910007
36	Suraj pavasakr	B.com-l	9143712580
37	Shubham shvaji patil	B.com-l	8308317264
38	Samarjeet mohite	B.com-l	9623122000
39	Mahesh ingavale	B.com-l	8421834118
40	Kajal R. Sawant	B.com-l	7262918901

Coordinator

RETAIL MARKETING

Name :- Shweta Jagannath Mohite  
B.com II

Seat No.	
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Number of Pages 2

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**  
**B.B.B Department**  
**Subject: Retail Marketing**  
**COC-march 2020**



Day & Date: -----

Time:

Total Marks: 20

Instructions: 1) All questions are compulsory

1. E-retailing stands for \_\_\_\_\_  
A. Entertainment retailing B. Electronic retailing  
C. Environment retailing D. engaging retailing
2. Inflation is a \_\_\_\_\_ factor affecting retail marketing.  
A. Political B. Social C. Cultural D. Economic
3. Retailing is selling in \_\_\_\_\_ Quantities.  
A. Small B. Large C. Medium D. Mega
4. Service retailing is \_\_\_\_\_  
A. Visible B. Intangible C. Tangible D. Dark
5. Convenience stores are an example of \_\_\_\_\_ retailing.  
A. Mobile B. Moving C. Immobile D. Cultural
6. Age of a customer is a \_\_\_\_\_ factor affecting retailing.  
A. Demographic B. Economic C. Ecological C. Political
7. Retailer to customer is \_\_\_\_\_ link in the chain of distribution.  
A. First B. Last C. Complicated D. Easy
8. Warehousing in marketing means \_\_\_\_\_ of goods.  
A. Production B. Designing C. Creating D. Storage
9. Peddlers are \_\_\_\_\_ vendors  
A. Street B. Electronic C. Non-economic D. Political
10. First departmental store was started in \_\_\_\_\_  
A. Paris B. England C. India D. Japan
11. There is \_\_\_\_\_ of ownership in product retailing.

14  
20



Seat No.	
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Number of Pages 2

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

**Day & Date:** 4-3-2020.

**Time:**

**Total Marks: 20**

**Instructions: 1) All questions are compulsory**

1. E-retailing stands for \_\_\_\_\_  
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10. First departmental store was started in \_\_\_\_\_  
A. Paris B. England  C. India D. Japan
11. There is \_\_\_\_\_ of ownership in product retailing.

9  
20



Seat No.	
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Number of Pages 2

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

**Day & Date:** wednesday-4-3-2020

**Time:**

**Total Marks: 20**

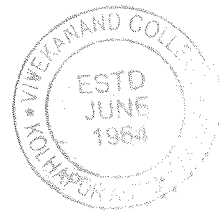
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A. Paris B. England C. India  D. Japan
11. There is \_\_\_\_\_ of ownership in product retailing.

14  
20



mangesh mohesh Jadhav.



Seat No. 6784

Number of Pages 2

VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

B.B.B Department

Subject: Retail Marketing

COC-march 2020

Day & Date: 4 March 2020

Time:

Total Marks: 20

Instructions: 1) All questions are compulsory

1. E-retailing stands for \_\_\_\_\_

A. Entertainment retailing ~~B. Electronic retailing~~

C. Environment retailing D. engaging retailing

2. Inflation is a \_\_\_\_\_ factor affecting retail marketing.

~~A. Political~~ B. Social C. Cultural D. Economic

3. Retailing is selling in \_\_\_\_\_ Quantities.

A. Small B. Large C. Medium ~~D. Mega~~

4. Service retailing is \_\_\_\_\_

~~A. Visible~~ B. Intangible C. Tangible D. Dark

5. Convenience stores are an example of \_\_\_\_\_ retailing.

A. Mobile B. Moving C. Immobile ~~D. Cultural~~

6. Age of a customer is a \_\_\_\_\_ factor affecting retailing.

~~A. Demographic~~ B. Economic C. Ecological C. Political

7. Retailer to customer is \_\_\_\_\_ link in the chain of distribution.

A. First ~~B. Last~~ ~~C. Complicated~~ D. Easy

8. Warehousing in marketing means \_\_\_\_\_ of goods.

A. Production B. Designing C. Creating ~~D. Storage~~

9. Peddlers are \_\_\_\_\_ vendors

A. Street ~~B. Electronic~~ C. Non-economic D. Political

10. First departmental store was started in \_\_\_\_\_

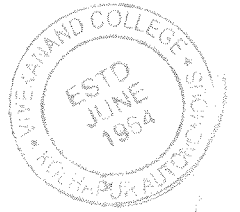
A. Paris ~~B. England~~ C. India D. Japan

11. There is \_\_\_\_\_ of ownership in product retailing.

8  
20

Name :- Shreeya. Sudhir. Desai

B. com II



Seat No.	
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Number of Pages 2

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

**Day & Date:** 04-03-2020

**Time:**

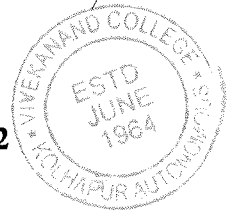
**Total Marks: 20**

**Instructions: 1) All questions are compulsory**

1. E-retailing stands for \_\_\_\_\_  
A. Entertainment retailing ~~B. Electronic retailing~~  
C. Environment retailing D. engaging retailing
2. Inflation is a \_\_\_\_\_ factor affecting retail marketing.  
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9. Peddlers are \_\_\_\_\_ vendors  
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10. First departmental store was started in \_\_\_\_\_  
A. Paris B. England C. India ~~D. Japan~~
11. There is \_\_\_\_\_ of ownership in product retailing.

16  
20

Aaditya . Santosh . Shaama



Seat No.	
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Number of Pages 2

VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

B.B.B Department

Subject: Retail Marketing

COC-march 2020

Day & Date: -----

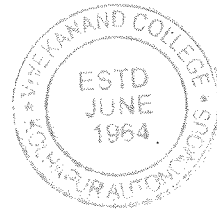
Time:

Total Marks: 20

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11. There is \_\_\_\_\_ of ownership in product retailing.

16  
20



Seat No.	
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Number of Pages 2

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

**Day & Date:** 04-03-2020

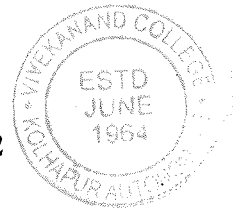
**Time:** -

**Total Marks: 20**

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1  
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20



Seat No.	
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**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

**Day & Date:** 04/03/2020

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**Total Marks: 20**

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18  
20



Seat No.	
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Number of Pages 2

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

**Day & Date:** -----

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 A. Paris    B. England    C. India  D. Japan
11. There is \_\_\_\_\_ of ownership in product retailing.

17  
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20



Seat No.	6682
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Number of Pages 2

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

**Day & Date:** -----

**Time:**

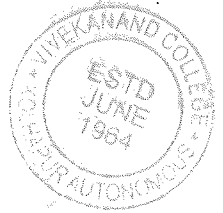
**Total Marks: 20**

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13  
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20

Seat No.	
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**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

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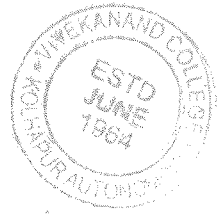
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14  
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20





Name - Prasad Sunil Desai  
class - S.Y. Bcom

Seat No.	
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Number of Pages 2

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

**Day & Date:** 04/03/2020, wednesday

**Time:**

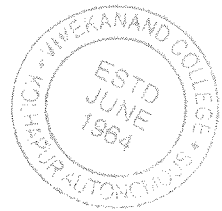
**Total Marks: 20**

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18  
20

Abash Mahesh Naik



Seat No.	
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Number of Pages 2

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

wednesday **Subject: Retail Marketing**  
**COC-march 2020**

**Day & Date:** 4/10/2020

**Time:**

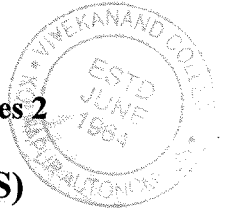
**Total Marks: 20**

**Instructions: 1) All questions are compulsory**

1. E-retailing stands for \_\_\_\_\_  
A. Entertainment retailing  B. Electronic retailing  
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 A. Small B. Large C. Medium D. Mega
4. Service retailing is \_\_\_\_\_  
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5. Convenience stores are an example of \_\_\_\_\_ retailing.  
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6. Age of a customer is a \_\_\_\_\_ factor affecting retailing.  
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7. Retailer to customer is \_\_\_\_\_ link in the chain of distribution.  
A. First  B. Last C. Complicated D. Easy
8. Warehousing in marketing means \_\_\_\_\_ of goods.  
A. Production B. Designing C. Creating  D. Storage
9. Peddlers are \_\_\_\_\_ vendors  
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10. First departmental store was started in \_\_\_\_\_  
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11. There is \_\_\_\_\_ of ownership in product retailing.

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Seat No.	
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**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

**Day & Date:** 04-03-2020

**Time:**

**Total Marks: 20**

**Instructions: 1) All questions are compulsory**

1. E-retailing stands for \_\_\_\_\_  
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Seat No. 6653

Dhananjay Annaso patil Number of Pages 2



**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

**Day & Date: -----**

**Time:**

**Total Marks: 20**

**Instructions: 1) All questions are compulsory**

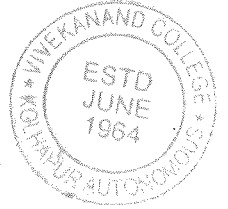
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Vedant Sandeep Sarde

Seat No. 6702

Number of Pages 2



VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

B.B.B Department

Subject: Retail Marketing

COC-march 2020

Day & Date: 04/03/2020

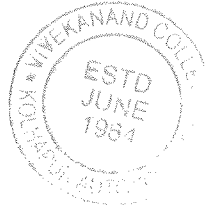
Time:

Total Marks: 20

Instructions: 1) All questions are compulsory

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Seat No.	
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Number of Pages 2

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

prachi Bapwo Patil

**Day & Date:** 4/03/2020 Wednesday

**Time:**

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**Instructions: 1) All questions are compulsory**

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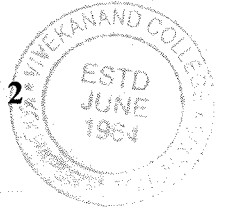
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Seat No.	
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Number of Pages 2



**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

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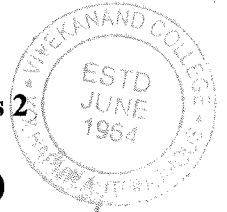
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Atul Rajendra Salunke.

Seat No.	
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**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

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Seat No.

Number of Pages 2



**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

**B.B.B Department**

**Subject: Retail Marketing**

**COC-march 2020**

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