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 COURCE

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 4th 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.





Education is for Knowledge, Science & Culture.

- 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	
1	Faijan Salim Desai	sign
2	Komal Vilas sutar	Elar.
3.	Komal Vilas sutar Patil Shwetarahi shivajiruo	Ksetar.
4.	Dipali Dayanand Kuzale.	Surale
5.	Snehal Sambhaji Kumbhar	Limbh
6.	Prachi Bapuso Patil	
7	Shweta Jagannath Mohite.	Boatif.
8.	Shreeya. Sudhir. Desai	Showing
9	Priyanka Prahhakar Kulkanai	and di
6.	Mayuri Prashant Koyande	Pokayande.
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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

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27	Gourav bhavane	B.Com-II	7499990223	
28	Shatabdi khot	B.Com-II	9075993723	
29	Pranali Patil	B.Com-II		The second secon
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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Vivekanand College, Kolhapur (Autonomous) Add-on Course

IN

Retail Marketing

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Runk Runk Coordinator

RETAIL MARKETING

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Vivekanand College, Kolhapur (Autonomous)

Add-on Course

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IN

Retail Marketing

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Vivekanand College, Kolhapur (Autonomous) Add-on Course

IN

Retail Marketing

Sr. no	Student name	class	Mobile no.
1	Priyauta kukors	B. (om_U	940380484
2	Mayan koyande	-11-	907511077
3	Shubhangi Khantugale	BUC-II	8805491676
4	Poola Khandekar	American Junioran	9763416081
5			
6	Datta B lohar	B.com-l	9284460094
7	Sanket D wangikar	B.com-l	9766745035
8	Manoj M. Bhosale	B.com-l	7507313749
9	Prasad s. Desai	B.com-l	8983797156
10	Atul R. salunkhe	B.com-I	7755963298
11	Shubam s. Yashvant	B.com-l	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-l	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-l	7218304657
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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-l	9130910007
36	Suraj pavasakr	B.com-l	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	North North Co.
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Coordinator

RETAIL MARKETING

Brokeling Pardukang

Vivekanand College, Kolhapur (Autonomous) Add-on Course

IN

Retail Marketing

	Tractan marketing	T	
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-l	9766745035
8	Manoj M. Bhosale	B.com-l	7507313749
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14	Jayraj v gavali	B.com-I	8459388367
15	Dhananjay Patil	B.com-I	9146939206
16	Nitin patil	B.com-l	8698849813
17	Tejas Kumbhar	B.com-I	7040140801
18	Mangesh jadhav	B.com-I	880026591
19	Faizan Desai	B.com-l	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-l	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
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Vivekanand College, Kolhapur (Autonomous) Add-on Course

IN

Retail Marketing

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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	Atuľ 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-l	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



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

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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	Prasád s. Desai	B.com-I	8983797156
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12	Rushikesh Powar	B.com-I	7038945882
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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-l	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-l	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
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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. Swiant	B.com-Ir	7262918901

Coordinator

RETAIL MARKETING

Name: Shweta Jagannath Mohite. B. com II

Seat No.	Number of Pages 2
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	C. Environment retailing D. engaging retailing
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_3.	Retailing is selling in Quantities.
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<u>\9.</u>	Peddlers are vendors
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VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

B.B.B Department

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Name: - Shreeya. Sudhir. Desai B. com II

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Subject: Retail Marketing

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COC-march 2020

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B.B.B Department
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B.B.B Department Subject: Retail Marketing COC-march 2020

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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
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.

Total Marks: 20

Seat No. 6702

Number of Pages 2

Total Marks: 20



VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

B.B.B Department

Subject: Retail Marketing

Day & Date: 0410312020
Time:
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.
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VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

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COC-march 2020 Day & Date: 4/03/2020 Wedner day Time: Instructions: 1) All questions are compulsory
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VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

B.B.B Department bject: Retail Marketing

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VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

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