

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade)
(w.e.f. 2023-24 Admitted Batch)

II Year: BBA (Retail Operations) , Semester -III
PROGRAMME CODE: 228 COURSE CODE:322801

Business Communication Skill

SYLLABUS

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Course Objectives

- To make the learners competent better employment opportunity & also acquire self employment skill.
- To augment professional skills for the betterment of smooth communication at the workplace.
- To explain various aspects of effective communication by emphasizing on the concept & theories of communication.

Course Outcomes

- The learner will be able to apply communication skills with proficiency.
- The learners will be well equipping with effective communication skills within a professional skill.
- The learners will be able to understand various nuances of communication to a greater extent.

Unit-1 Effective Communication

Principles of effective communication- the reasons for barriers in communication- the solutions to typical communication barriers- the importance of effective listening skills- elements of effective verbal communication skills - when asking questions, providing and receiving information.

Unit-II Professional Skills

The need for professional Skills-the elements of professional skills required at the workplace- features and benefits of the elements of professional skills- the methods to practice the professional skills at workplace- Decision Making-Critical thinking- Interpersonal Skills- Personal presentation and grooming etiquettes- the importance / significance of communication skills in personal and professional life.

Unit-III Introduction to Business Communication Skills

The need for business communication- the methods to practice Business communication skills at the workplace. Writing Skills – Resume & job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints.

Unit-IV Meetings & Report Writing

Meetings – Plan, Prepare, Organize, Conduct & Report. (Online & Physical meetings)
Report writing - business reports, project reports-Reading Skills: -Report Reading - analyze business reports, proposals-Oral Communication - one to one, one to many, delivering business presentations.

Unit-V Communication models and styles

Interpersonal Communication – Intrapersonal Communication – Communication Models: Exchange Theory – Johari Window – Transactional Analysis, Communication Styles.

Reference Books:

1. Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson
2. Business Communication, Raman – Prakash, Oxford
3. The Oxford Handbook of Commercial Correspondence, Ashley A, Oxford Business Communication for Managers: An Advanced Approach, Penrose, Thomson

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GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A+” Grade II Year
BBA (RO) SEMESTER-III BUSINESS
COMMUNICATION SKILLS
(w.e.f 2023-24 admitted batch)

Maximum Marks: 50

Time: 2 1/2 Hrs

Section- A

I. Answer any 5 of the following Questions (5×3=15 M)

1. Barriers to communication.
2. Critical thinking.
3. Personal presentation and grooming etiquettes.
4. Quotations.
5. Raising complaints.
6. Business reports.
7. Delivering business presentations.
8. Exchange theory.

Section – B

II. Answers all of the following Questions (5×7=35 M)

1. a) What is effective communication? Discuss the principles of effective communication.

OR

- b) Describe the meaning and elements of effective verbal communication.

2. a) Outline the features and benefits of professional skills.

OR

b) Summarise the significance of communication skills in personal and professional life.

3. a) Articulate the methods to practice business communication skills at workplace.

OR

b) Examine the different types of communication letters to various stakeholders.

4. a) What are the key steps involved in planning and conducting an effective meeting?

OR

b) What are the essential tips for delivering an effective business presentation?

5. a) What are the different types of communication styles, and how can they affect interactions?

OR

b) What is the Johari Window, and how can it be used to improve self-awareness and communication?

Blue Print

Unit	Name of the topic	Theory	
		Essay 7 M	Short 3M
I	Effective Communication	2	1
II	Professional Skills	2	2
III	Introduction to Business Communication Skills	2	2
IV	Meetings & Report Writing	2	2
V	Communication models and styles	2	1

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(Re-Accredited by NAAC with "A+" Grade)

(w.e.f.2023-24 Admitted Batch)

II Year: BBA (Retail Operations) , Semester -III

PROGRAMME CODE: 228

COURSE CODE:322805

Customer Relationship Management

Syllabus

Course Objectives

- To understand the concepts of CRM.
- To identify the elements of CRM.
- To understand the process and practices of customer services.

Course Outcomes

- The learners will be able to understand the role of Customer Relationship Management.
- The learners will be able to describe the elements of CRM.
- The learner will be able to manage customer engagement by providing customer service in B2B retail environment
- The learners will be able to handle customer service concerns and efficiently resolve them to the satisfaction of the customers.

Unit-I Introduction to CRM

Characteristics of customer touch points at the store and their significance wrt Sales and Customer Service, how to identify customer needs and buying behavior, benefits of Customer Relationship Management (CRM) and its implication on Business.

Unit-II Components of CRM

Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues

Unit-III Elements of CRM

Elements of customer service management (Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.)

Unit-IV Customer Services

Processes and practices of customer engagement, , how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances.

Unit-V CRM Planning and Implementation : Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation.

Reference Books

1. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearson – S Ramesh Kumar
2. Retail Supply Chain Management (Series on Resource Management) - James B. Ayers (Author), Mary Ann Odegaard (Author)
3. e-Retailing Principles and Practice – Himalaya Publishing - by D. P. Sharma
4. Retail Marketing in the Modern Age - Prashant Chaudhary.

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GOVERNMENT COLLEGE (AUTONOMOUS)
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade)
(w.e.f. 2023-24 Admitted Batch)
II Year: BBA (Retail Operations) , Semester -III
PROGRAMME CODE: 228 COURSE CODE:322802
Merchandising & Cashiering Operations – II

Syllabus

Course Objectives

- To be able to identify the basics of Visual merchandising.
- To develop employability and entrepreneurial skills.
- To be able to perform effectively in a team and to create positive image.

Course Outcomes

- The learners will be able to understand about Visual merchandising and defining products in a retail store.
- The learners will develop employability and entrepreneurial skills in themselves.
- The learners will be able to to perform effectively in a team and create positive image in the minds of customers and in organization.

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Unit-1 Visual Merchandising

Introduction to Visual Merchandising - Introduction to visual merchandising displays - Planning visual merchandising displays - Role of design brief - Principles to set up visual merchandising displays - Dressing up visual merchandising displays - Health and safety in displays

Unit-2 Creating Positive Image of Self and Organisation in the Minds of Customers

Importance of creating a positive image in the minds of the customers - Importance of establishing - Need to communicate accurate information to the customers - Respond appropriately to the customers

Unit-3 Working Effectively in a Team

Importance of working effectively in the team - the importance of information, instructions and documentation in retail workplace - Importance of effective work habits - Required etiquette of the workplace - Significance of a positive attitude at the workplace

Unit-4 Employability skills

Personal Strengths & Value Systems -Digital Literacy: A Recap - Money Matters - Preparing for Employment & Self Employment, Knowledge and Skills required for a retail employee, Qualities of a good employee.

Unit-5- Entrepreneurship: Entrepreneurship – Entrepreneur- Qualities of Entrepreneurs - Preparing to be an entrepreneur- role of entrepreneurship in economic development- Start-ups.

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Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Berman B. Evans J. R., (2004), Retail Management, 9th Edition, Pearson Education Berman, Barry. Evans, Joel R. Mahaffey Tom (2005). Retail Management: A Strategic Approach, Pearson Education
4. Gopal, R. Manjrekar, Pradip (2010), Retail Management, Excel Books, New Delhi Notes
5. Iyer, B. Sriram (2011). Retail Store Operations, Tata Mc Graw Hill
6. Levy IM. and Weitz B.A., (2004), Retailing Management, 5th ed. Tata McGraw Hill
7. Menon, K. S., (2006), Stores Management, 2nd Ed. Macmillan India
8. Sivakumar, A., (2007), Retail Marketing, Excel Books, New Delhi

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A" Grade) II
BBA (Retail Operations), SEMESTER- III
Model Question Paper ((From
Admitted Batch 2023-24)
MERCHANDISING AND CASHIERING OPERATIONS-II

TIME:2.1/2 hrs.

Max Marks: 50

SECTION-A

Answer any FIVE questions.

(5 x3 = 15 Marks)

1. Visual merchandising
2. Design brief
3. Establishing positive image in the minds of customers
4. Required etiquette of the retail workplace
5. Money matters in retail job
6. Digital Literacy for employees
7. Startups.
8. Entrepreneurship.

SECTION - B

Answer ALL questions.

(5 x 7 = 35 Marks)

9. (a) Explain the principles to set up visual merchandising displays.
(OR)
(b) Explain about health and safety measures to be followed in visual merchandising displays.
10. (a) Explain the Importance of creating a positive image in the minds of the customers
(OR)
(b) Explain the Need to communicate accurate information to the customers.
11. (a) Explain the importance of information, instructions and documentation in retail workplace
(OR)
(b) Explain the Importance of working effectively in the team.
12. (a) Explain about Knowledge and Skills required for a retail employee.
(OR)
(b) Explain how to prepare for employment.
13. (a) Explain the qualities of an entrepreneur.
(OR)
(b) Explain the role of entrepreneurship in economic development.

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Unit	Essays	Shorts
Introduction	2	2
Supply chain Management and logistics	2	1
Key supply chain business process	2	1
Purchasing and supplier management	2	2
IT in supply chain management	2	2

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with "A+" Grade)

(w.e.f. 2023-24 Admitted Batch)

II Year: BBA (Retail Operations) , Semester -III

PROGRAMME CODE: 228

COURSE CODE:322803

Logistics and Supply Chain Management

Syllabus

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Course Objectives

- To understand the basics of supply chain and logistics.
- To provide basic knowledge about Key Supply Chain Business Processes.
- To provide basic knowledge about Purchasing and Supplier Management

Course Outcome

- The learners will be able describe the rudiments of supply chain management system
- The learners will be able to outline the Key Supply Chain Business Processes.
- The learners will be able to explain the importance of purchasing operations and supplier management.

Unit-I Introduction

An Introduction – Integrated Logistics Management – Concept – Evolution and Development – Role – Scope – Functions and Importance – The New Manufacturing and Distribution Practices – Local and International Supply Chains – Benefits and Issues.

Unit-II Supply Chain Management and Logistics

Types of Supply Chains– Strategic, tactical, operational decisions in supply chain – SCM building blocks.– Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management – The Total Cost Concept and Logistics and SCM Trade-Offs.

Unit-III Key Supply Chain Business Processes

Planning – Sourcing – Producing – Distributing and Paying – Managing material flow and distribution – Distribution and Planning Strategy – Warehousing and Operations Management –

Transportation Management – Inventory Management.

Unit-IV Purchasing and Supplier Management

Sourcing and Supplies Management, Outsourcing – Global Sourcing – Vendor Identification – Selection – Evaluation – Development – Supplier Relationship Management – Supplier Quality Management – Supply Chain Performance.

Unit-V IT in supply chain management

SCM Relationships – Third Party Logistics and Fourth Party Logistics – SCM Network Design and Facilities Development – SCM Planning and Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities. Role of IT–IT enabled SCM, Future of SCM.

Reference Books:

1. Martin Christopher. Logistics and Supply Chain Management
2. Sunil Chopra and Peter Meindal. Supply Chain Management
3. Donald J. Bowersox and David J. Closs. Integrated Logistics Management

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A" Grade) II
BBA (Retail Operations), SEMESTER- III

Model Question Paper
(From Admitted Batch 2023-24)
PROGRAMME CODE: 228 COURSE CODE:322803
LOGISTICS AND SUPPLY CHAIN MANAGEMENT

36138

TIME:2.1/2 hrs.

Max Marks: 50

SECTION-A

Answer any FIVE questions.

(5 x3 = 15 Marks)

1. Integrated Logistics Management
2. International Supply Chains.
3. Supply chain drivers.
4. Distribution and Planning Strategy
5. Warehousing and operational Management.
6. Global Sourcing.
7. SCM Relationships.
8. SCM Network design.

SECTION - B

Answer ALL questions.

(5 x7= 35 Marks)

9. (a) Explain the functions and Importance of Integrated logistics.
(OR)
(b) Describe the New Manufacturing and Distribution Practices.
- 10.(a) Explain the types of supply chains.
(OR)
(b) Examine the Importance of SCM Building blocks.
- 11.(a) Discuss the Key Supply Chain Business Processes in managing the material flow and distribution. (OR)
(b) Briefly explain the concepts of Transportation Management and Inventory Management.
- 12.(a) Evaluate the Process of sourcing and Supplies Management.
(OR)
(b) Distinguish between Supplier Relationship Management and Supplier Quality Management.
- 13.(a) Examine the role of Third Party Logistics and Fourth Party Logistics in Supply Chain Management. (OR)
(b) Write about IT enabled SCM and future of SCM.

Unit	Essays	Shorts
Introduction	2	2
Supply chain Management and logistics	2	2
Key supply chain business process	2	1
Purchasing and supplier management	2	1
IT in supply chain management	2	2

GOVERNMENT COLLEGE (AUTONOMOUS), AJAMAHENDRAVARAM

(Re-Accredited by NAAC with "A⁺" Grade)

II Year BBA (RO), Semester-III

PROGRAMME CODE: 228

COURSE CODE: 322804

SALES MANAGEMENT

36148

Course Outcomes:

- Implement effective sales strategies
- Leadership skills necessary to manage and motivate a sales team
- To evaluate the performance of the sales team
- The learner will be able to identify the customer's preferences and buying decisions when making sales.
- The learner will be able to apply sales techniques to suggest suitable products to customers
- The learner will be able to demonstrate specialist products to customers.

Unit I: Introduction: Sales management-Definition, Nature, scope and importance of sales management, emerging trends in sales management, Role and skills of sales of Managers, Function and Qualities of sales executive.

Unit II: Retail Sales Planning: Importance of planning, organizing schedules, significance of goal setting to achieve sales objectives, components of retail mathematics & its impact on profit & loss. Elements of buying operations.

Unit III: Retail Sales Management-I: Basics of category management, rudiments of retail department management, retail sales process.

Unit IV: Retail Sales Management -II: Demonstration of products & specialist products, how to propose appropriate solutions/alternative products & handling customer objections.

Unit V: Managing Sales: Up selling & Cross Selling and its impact on sales revenues, personalized sales & post sales service, process of sales on credit, credit application process management, managing sales promotions in retail stores

Blue Print

Unit	Name of the topic	Theory	
		Essay 10M	Short 2M
I	Introduction	2	2
II	Retail Sales Planning	2	2
III	Retail Sales Management-I	2	1
IV	Retail Sales Management-II	2	1
V	Managing Sales	2	2

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A" Grade)
II Year BBA (RO) ,Semester -III
PROGRAMME CODE:228 COURSE CODE:322804
SALES MANAGEMENT

36148

MODEL PAPER
Time: 2½ Hours.

Max Marks: 50

SECTION-A

Answer any **FIVE** of the following

5X3= 15 Marks

1. Qualities of sales executive
2. Sales manager
3. Importance of planning
4. Retail mathematics
5. Category management
6. Alternative products
7. Up selling and cross selling
8. Post sales service

SECTION-B

Answer **ALL** questions.

5×7= 35

Marks

9. Define sales management. Explain its scope and importance.

Or

10. Discuss the role and skills of a sales manager.

11. Explain the significance of goal setting to achieve sales objectives

Or

12. Describe the elements of buying operations.

13. Describe the rudiments of retail department management.

Or

14. Explain the process of retail sales?

15. Explain how to demonstrate products & Specialist products?

Or

16. Explain the alternative products & handling objections

17. Explain the characteristics of personalized sales?

Or

18. Explain the process of sales on credit?