

To,

Date: 21/10/2021

The Principal,
Karnatak Arts, Science & Commerce Collage,
Bidar, Karanataka.

Sub: Application for the Commencement of new Add-on course on "**Retail-
Management**".

Respected Sir,

With reference to the above cited subject, department of commerce wants to Continue **add-on course in Retail Management** for the academic year 2021-22.

So, kindly grant the permission as early as possible.

Thanking You,

Permitted
21/10/22
PRINCIPAL
Karnataka Arts Sci. & Com. College
BIDAR-585401

Yours Sincerely

[Signature]
HOD
Head Dept. of Commerce
U.G. & P.G. Studies
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.

21-22

K.R.E. Society's
Karnatak Arts, Science & Commerce College, Bidar



“DEPARTMENT OF COMMERCE”

Date: 25/10/2021

*****Notice*****

All the students are hereby informed that The **Commerce Department** is going to commence Add-on course on **“Retail Management”**

After completion of this course, certificate will be provided to enrolled students. Interested students can enroll their name, as on before 02-11-2021.

*****Number of seats are limited (Maximum 50 Students). *****

❖ For further information contact:

1. Ms. Sunita Gunnalli
2. Mrs. Akansha Shrivastava




HOD

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K.R.E. Society's
Karnatak Arts, Science and Commerce College Bidar.
Students' admission list for the academic year 2021-2022
Department of commerce
Add on course- Retail management



S.No	Name of the students	Name of the father
1.	Omkar	Prashant
2.	Pooja	Kashinath
3.	Sonika	Vishwanath
4.	Bhavani	Sangamesh
5.	Pooja	Sanjukumar
6.	Sapna	Suryakanth
7.	Ankita	Srinivas
8.	Nikhilkumar	Vijaykumar
9.	Sachin	Gundappa
10.	Deepak	Shivakumar
11.	Beerappa	Narasappa
12.	Santosh	Shankar
13.	Sandesh	Hanmantrao
14.	Ayush	Ramesh
15.	Veerabhushan	Tukaram
16.	Aditya	Shantkumar
17.	Naveen tekraj	Bheemanna
18.	Vishal	Prabhu
19.	Sangamesh	Subhash
20.	Kalyan	Baswaraj
21.	Namrata	Harisingh
22.	Anjali	Prabhu
23.	Shweta	Mallikarjun
24.	Priyanka	Jaihind
25.	Kiran	Shankar
26.	Srikanth	Chandrakanth
27.	Shivaraj	Baswaraj
28.	Rahul	Subhash
29.	Bhargavi	Prakash
30.	Roshani	Maruti
31.	Basavashree	Subhash
32.	Shridevi	Basappa
33.	Mamata	Malgonda
34.	Shrustina	Ramesh
35.	Pooja	Anil patil
36.	Revati	Nagashetty
37.	Sneha	Chandrakanth
38.	Renuka	Bakkanna
39.	Sonalika	Rajakumar
40.	Irafan	Khajamiyyan
41.	Ankita	Vishwanath
42.	Maheshwari	Shara
43.	Sachin reddy	M.Reddy
44.	Nagaling Swamy	Bhandayya

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K.R.E. Society's
Karnatak Arts, Science & Commerce College, Bidar



“Department of Commerce”

Date: 06/11/2021

Notice

Commencement of Retail Management Classes

All the students who have enrolled their names for Add-on Course i.e. Retail Management are here by informed to attend regular classes commencing from 10th November, 2021.


HOD


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BIDAR-585401




K.R.E. Society's
Karnatak Arts, Science & Commerce College, Bidar
Department of Commerce
Time Table for Retail Management Course for the Academic Year 2021-22

Time / Day	11:00 to 12:00 PM
MONDAY	Theory Class
TUESDAY	-Do-
WEDNESDAY	-Do-
THURSDAY	Field Visit
FRIDAY	-Do-
SATURDAY	-


HOD
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Karnatak Arts, Science &
Commerce College, BIDAR-585 401,


Co-ordinator
Co-ordinator
Certificate Courses
K.A.S.C.C, Bidar


Principal
Karnatak Arts, Sci. & Com. College
BIDAR-585401

K.R.E. Society's
Karnatak Arts, Science & Commerce College, Bidar



“Department of Commerce”

Date : 28/02/2022

Notice

All the students who have enrolled their names for Add-on Course i.e. **Retail Management** are here by informed to attend 1st Internal Test which is scheduled on **02 /03/2022** at 10am to 11am.


Coordinator

Co-ordinator
Certificate Courses
K.A.S.C.C, Bidar


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Karnatak Arts, Science & Commerce College, Bidar.
Department of Commerce
1st Internal Test of Add-on Course 2021-22

1. Many retailers have improved their operation productivity through ----.
 - A. computerization.
 - B. outsourcing.
 - C. both a & b.
 - D. none of these.

2. Form of payment which a retailer may accept is ----.
 - A. cash only
 - B. cash & credit cards .
 - C. cash & debit cards
 - D. all of these

3. Atmosphere in retailing refers to ----.
 - 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.

4. The set of basic values, perceptions, wants and behaviors learned by a member of a society from family and other important institutions is called.
 - A. sub-culture
 - B. social class.
 - C. culture.
 - D. reference groups.

5. If a seller produces two or more products that have different features, styles, quality, sizes, etc it is called _____.
 - A. mass marketing.
 - B. target marketing
 - C. individual marketing.
 - D. product-variety marketing.

6. Management information system (MIS) supplies information, which include data from both internal and external sources is useful for
 - A. order processing
 - B. invoicing.
 - C. customer analysis and product performance.
 - D. all of the above.

7. The word Retail is derived from the----- word.
- A. latin
 - B. french.
 - C. english
 - D. german
8. The functions of management start with-----.
- A. buying.
 - B. planning
 - C. organizing
 - D. supervising
9. Retailer is a person who sells the goods in a-----.
- A. large quantities
 - B. small quantities
 - C. both a & b.
 - D. none of these.
10. What is not easy to change in Retail Management?
- A. promotion
 - B. location
 - C. price
 - D. merchandise mix

K.R.E. Society's
Karnatak Arts, Science and Commerce College Bidar.
Student Attendance List for I Internal Assesment Test 2021-22
Add on Course: Retail Management

S.No	Name of the students	Father Name	Sign of the student	IA Marks
1.	Omkar	Prashant		20
2.	Pooja	Kashinath		20
3.	Sonika	Vishwanath		18
4.	Bhavani	Sangamesh		20
5.	Pooja	Sanjukumar		18
6.	Sapna	Suryakanth		20
7.	Ankita	Srinivas		20
8.	Nikhilkumar	Vijaykumar		18
9.	Sachin	Gundappa		20
10.	Deepak	Shivakumar		20
11.	Beerappa	Narasappa		20
12.	Santosh	Shankar		20
13.	Sandesh	Hanmantrao		18
14.	Ayush	Ramesh		20
15.	Veerabhushan	Tukaram		20
16.	Aditya	Shantkumar		20
17.	Naveen tekaraj	Bheemanna		18
18.	Vishal	Prabhu		20
19.	Sangamesh	Subhash		18
20.	Kalyan	Baswaraj		20
21.	Namrata	Harisingh		20
22.	Anjali	Prabhu		20
23.	Shweta	Mallikarjun		17
24.	Priyanka	Jaihind		15
25.	Kiran	Shankar		18
26.	Srikanth	Chandrakanth		18
27.	Shivaraj	Baswaraj		20
28.	Rahul	Subhash		20
29.	Bhargavi	Prakash		20
30.	Roshani	Maruti		18
31.	Basavashree	Subhash		20

32.	Shridevi	Basappa	<u>Shridevi</u>	20
33.	Mamata	Malgonda	<u>Mamata</u>	20
34.	Shrustina	Ramesh	<u>Shr</u>	18
35.	Pooja	Anil patil	<u>Pooja</u>	18
36.	Revati	Nagashetty	<u>Revati</u>	18
37.	Sneha	Chandrakanth	<u>Sneha</u>	18
38.	Renuka	Bakkanna	<u>Renuka</u>	20
39.	Sonalika	Rajakumar	<u>Sonalika</u>	18
40.	Irafan	Khajamiyyan	<u>Irafan</u>	20
41.	Ankita	Vishwanath	<u>Ankita</u>	20
42.	Maheshwari	Shara	<u>SA</u>	18
43.	Sachin reddy	M.Reddy	<u>Sachin</u>	18
44.	Nagaling Swamy	Bhandayya	<u>Nag</u>	15



Subject-Incharge
Co-ordinator
Certificate Courses
K.A.S.C.C, Bidar



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K.R.E. Society's
Karnatak Arts, Science & Commerce College, Bidar

“Department of Commerce”

Notice

All the students who have enrolled their names for Add-on Course i.e. Retail Management are hereby informed to attend 2nd Internal Test which is scheduled on **14/03/2022** at 12pm to 1am.


Coordinator
Co-ordinator
Certificate Courses
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K.R.E. Society'S
Karnatak Arts, Science & Commerce College, Bidar.
Department of Commerce
IInd Internal Test of Add-on Course 2021-22

1. Which is not the basic reason of the importance of Retail Location?
 - A. customer convenience
 - B. competitive advantage
 - C. cost of investment
 - D. light and ventilation

2. How difficult it is to change retail location frequently?
 - A. extremely difficult
 - B. not difficult at all
 - C. absolutely easy
 - D. some what difficult

3. The word Retail is derived from the----- word.
 - A. latin
 - B. french
 - C. english
 - D. german.

- 4.. Retailing is a marketing function which ----.
 - A. sells products to other business.
 - B. sells products to a company that resells them.
 - C. sells products to final consumers.
 - D. sells products for ones own use

5. Market positioning is a combination of marketing actions that management takes, to meet the needs and wants of each target market. It includes.
 - A. understanding consumer perceptions.
 - B. position products in the mind of consumer.
 - C. design appropriate marketing mix.
 - D. all of the above.

6. Management information system (MIS. supplies information, which include data from both internal and external sources is useful for _____.
 - A. order processing.
 - B. invoicing.
 - C. customer analysis and product performance.
 - D. all of the above.

7. The term which is used to identify the major areas of business of a diversified organization is.
- A. business area.
 - B. business segment, group or diversion
 - C. business scope.
 - D. diversified business
8. In retailing there is a direct interaction with-----.
- A. producer.
 - B. customer.
 - C. wholesaler.
 - D. all of these.
9. The major componenet of solid waste that a retailer generates in the environment
- A. branding
 - B. labelling
 - C. packaging
 - D. naming
10. Form of payment which a retailer may accept is ----.
- A. cash only.
 - B. cash & credit cards .
 - C. cash & debit cards.
 - D. all of these

K.R.E. Society's
Karnatak Arts, Science and Commerce College Bidar.
Student Attendance List for II Internal Assesment Test 2021-22
Add on Course: Retail Management

S.No	Name of the students	Father Name	Sign of the student	IA Marks
1.	Omkar	Prashant		20
2.	Pooja	Kashinath		18
3.	Sonika	Vishwanath		14
4.	Bhavani	Sangamesh		20
5.	Pooja	Sanjukumar		18
6.	Sapna	Suryakanth		20
7.	Ankita	Srinivas		16
8.	Nikhilkumar	Vijaykumar		20
9.	Sachin	Gundappa		20
10.	Deepak	Shivakumar		20
11.	Beerappa	Narasappa		20
12.	Santosh	Shankar		18
13.	Sandesh	Hanmantrao		20
14.	Ayush	Ramesh		20
15.	Veerabhushan	Tukaram		20
16.	Aditya	Shantkumar		20
17.	Naveen tekaraj	Bheemanna		20
18.	Vishal	Prabhu		18
19.	Sangamesh	Subhash		18
20.	Kalyan	Baswaraj		16
21.	Namrata	Harisingh		20
22.	Anjali	Prabhu		18
23.	Shweta	Mallikarjun		16
24.	Priyanka	Jaihind		18
25.	Kiran	Shankar		17
26.	Srikanth	Chandrakanth		18
27.	Shivaraj	Baswaraj		20
28.	Rahul	Subhash		18
29.	Bhargavi	Prakash		20
30.	Roshani	Maruti		18

PTO

31.	Basavashree	Subhash	Basa	17
32.	Shridevi	Basappa	Shridevi	20
33.	Mamata	Malgonda	Mamata	18
34.	Shrustina	Ramesh	Shrustina	16
35.	Pooja	Anil patil	Pooja	18
36.	Revati	Nagashetty	Revati	20
37.	Sneha	Chandrakanth	Sneha	18
38.	Renuka	Bakkanna	Renuka.	18
39.	Sonalika	Rajakumar	Sonalika	20
40.	Irafan	Khajamiyyan	Irafan	20
41.	Ankita	Vishwanath	Ankita	20
42.	Maheshwari	Shara	myah	20
43.	Sachin reddy	M.Reddy	Sachin	18
44.	Nagaling Swamy	Bhandayya	Naga	18

Present: 44

Absent: 00

Total: 44


Invigilator Sign




Valuator

Head Dept. of Commerce
U.G. & P.G. Studies
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.

K.R.E. Society's
Karnatak Arts, Science and Commerce College Bidar.
Students' admission list for the academic year 2021-2022
Department of commerce

S.No	Name of the students	Name of the father
------	----------------------	--------------------

K.R.E. Society's
Karnatak Arts, Science & Commerce College, Bidar

"Department of Commerce"

Date : 25/07/2022

Exam Notice

All the students who have enrolled their names for Add-on Course i.e. Retail Management are hereby informed to attend the Annual Exam on 30/07/2022 at 11am to 1pm.

Coordinator

Co-ordinator
Certificate Courses
K.A.S.C.C. Bidar

HOD

Head Dept. of Commerce
U.G. & P.G. Studies
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.

Principal

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BIDAR-585401

K.R.E. Society'S
Karnatak Arts, Sciece& Commerce College, Bidar.
Department of Commerce
Add-on Course 2019-20
Multiple Choice Questions
Total Marks: 60

Subject: Retail Management

Time: 2 Hour

1. What are the forms of compensation that a sales person can generally get?
 - A. Straight salary.
 - B. Straight commission.
 - C. A combination of salary and commission .
 - D. All of the above.

2. -----represents how a retailer is perceived by consumers and others.
 - A. image.
 - B. sales.
 - C. profit.
 - D. none of these.

3. Retailer is a person who sells the goods in a-----.
 - A. large quantities.
 - B. small quantities.
 - C. both a & b.
 - D. none of these.

4. The main objective of the management is-----.
 - A. profitability.
 - B. sales growth.
 - C. return on investment
 - D. all of these.

5. The word Retail is derived from the----- word.
 - A. Latin.
 - B. French.
 - C. English.
 - D. German.

6. -----activities performed by the retailers.
 - A. assortment of offerings.
 - B. holding stock.
 - C. extending services.
 - D. all of these.

7. ----- is the next step after recruiting the retail personnel
 - A. Supervision.
 - B. Compensation.
 - C. Training.
 - D. Selection.

8. The term stakeholders which includes-----.
 - A. stock holders.
 - B. consumers.

- C. suppliers.
- D. all the above.

9. In retailing there is a direct interaction with-----.

- A. Producer
- B. customer
- C. wholesaler
- D. all of these

10. The factor leading to the growth of retailing is ----

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

11. A multi channel retailer sells merchandise.

- A. over the telephone
- B. through personal selling and retail store only
- C. over the internet
- D. through more than one channel

12. Store security relates to ----.

- A. personal security
- B. merchandise security.
- C. both a & b.
- D. none of these.

13. Form of payment which a retailer may accept is ----.

- A. cash only.
- B. cash & credit cards .
- C. cash & debit cards.
- D. all of these

14. Many retailers have improved their operation productivity through -----.

- A. computerization.
- B. outsourcing.
- C. both a & b.
- D. none of these.

15. The computerized check out is used by -----.

- A. large retailers.
- B. small retailers.
- C. multi retailers
- D. all of these.

16. 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.
17. ----- helps the retailers to face the crisis situations.
- A. Risk management.
 - B. Credit management.
 - C. Financial management.
 - D. All of these
18. ----- is a key task for both large & small retailers.
- A. Risk management.
 - B. Crisis management.
 - C. Inventory management
 - D. All of these.
19. Consumer buying process in retailing involves ----.
- A. need recognition.
 - B. search for information.
 - C. evaluation of retailers.
 - D. all the above.
20. Atmosphere in retailing refers to ----.
- 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.
21. E-tailing refers to ----.
- A. sale of electronic items in a store.
 - B. catalog shopping.
 - C. music store.
 - D. retailing shopping using the inter.
22. Retailing is a marketing function which ----.
- A. sells products to other business.
 - B. sells products to a company that resells them.
 - C. sells products to final consumers.
 - D. sells products for ones own use
23. 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.
24. The correct statement about chain stores is ----.
- A. they offer economic of scale in buying.
 - B. they can hire good managers.
 - C. they integrate wholesaling and retailing function.
 - D. they centralize function.

25. Which of the following marketing functions is one the retailer could not perform?
- A. selling.
 - B. sorting.
 - C. location analysis.
 - D. buying.
26. If a retailer is offering the same products and quantities to different customers at different prices, the retailer has what kind of pricing policy?
- A. two-price
 - B. customary.
 - C. flexible.
 - D. leader.
27. Which of the following areas should not be taken into consideration when formulating a retailer's promotional strategy?
- A. the retailers credit customers.
 - B. the price level of the merchandise.
 - C. merchandise inventory levels.
 - D. the retailer's net worth.
28. Which type of segmentation is commonly used for climate because of its broad impact on consumer behavior and product needs.
- A. Geographical segmentation.
 - B. Demographic segmentation.
 - C. Geo-demographic segmentation.
 - D. Geographic segmentation.
29. Which one of the following is not an advantage of the personal selling?
- A. It allows the seller to negotiate terms and solve problems
 - B. Long-term relationship.
 - C. Immediacy.
 - D. It is very expensive to maintain and recruit the sales force.
30. Retailing creates-----.
- A. time utility.
 - B. place utility.
 - C. ownership utility.
 - D. all of these.

K.R.E. Society's
Karnatak Arts, Science & Commerce College, Bidar.
Department of Commerce
Key Answer For Annual Examination of Add-on Course 2019-20

Q.No	Key Answers
1	D
2	A
3	B
4	D
5	A
6	D
7	D
8	D
9	D
10	D
11	D
12	C
13	D
14	A
15	A
16	A
17	A
18	D
19	D
20	B
21	D
22	C
23	C
24	D
25	C
26	C
27	D
28	A
29	D
30	D

K.R.E. Society's
Karnatak Arts, Science and Commerce College Bidar.
Student Attendance List for Final Exam 2021-22
Add on Course: Retail Management

S.No	Name of the students	Father Name	Sign of the student	Marks
1.	Omkar	Prashant		56
2.	Pooja	Kashinath		58
3.	Sonika	Vishwanath		56
4.	Bhavani	Sangamesh		56
5.	Pooja	Sanjukumar		56
6.	Sapna	Suryakanth		56
7.	Ankita	Srinivas		54
8.	Nikhilkumar	Vijaykumar		52
9.	Sachin	Gundappa		54
10.	Deepak	Shivakumar		54
11.	Beerappa	Narasappa		56
12.	Santosh	Shankar		48
13.	Sandesh	Hanmantrao		52
14.	Ayush	Ramesh		56
15.	Veerabhushan	Tukaram		52
16.	Aditya	Shantkumar		52
17.	Naveen tekraj	Bheemanna		56
18.	Vishal	Prabhu		54
19.	Sangamesh	Subhash		50
20.	Kalyan	Baswaraj		54
21.	Namrata	Harisingh		56
22.	Anjali	Prabhu		58
23.	Shweta	Mallikarjun		50
24.	Priyanka	Jaihind		50
25.	Kiran	Shankar		56
26.	Srikanth	Chandrakanth		52
27.	Shivaraj	Baswaraj		54
28.	Rahul	Subhash		54
29.	Bhargavi	Prakash		54
30.	Roshani	Maruti		56

P.T.O

31.	Basavashree	Subhash	Basav	50
32.	Shridevi	Basappa	Shridevi	58
33.	Mamata	Malgonda	Mamata	54
34.	Shrustina	Ramesh	Shrustika	52
35.	Pooja	Anil patil	Pooja	52
36.	Revati	Nagashetty	Revati	58
37.	Sneha	Chandrakanth	Sneha	58
38.	Renuka	Bakkanna	Renuka	58
39.	Sonalika	Rajakumar	Sonalika	58
40.	Irafan	Khajamiyyan	Irafan	56
41.	Ankita	Vishwanath	Ankita	58
42.	Maheshwari	Shara	MA	56
43.	Sachin reddy	M.Reddy	Sachin	50
44.	Nagaling Swamy	Bhandayya	Nag	50


Present: 44

Absent: Nil

Total: 44


Invigilator Sign


Valuator


Head Dept. of Commerce
U.G. & P.G. Studies
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.


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BIDAR-585401

K.R.E. Society's
Karnatak Arts, Science and Commerce College Bidar.

Assignment submission list 2021-2022

Department of Commerce


Add-on-course - Retail Management

S.No	Name of the students	Topics	Signature	Marks
1.	Omkar	Nature & Importance of R.M.	Omkar	20
2.	Pooja	Nature & Importance of Retail Mgt	Pooja	20
3.	Sonika	Nature and Importance	Sonika	20
4.	Bhavani	Nature and Retail mgt	Bhavani	20
5.	Pooja	Nature and Retail mgt	Pooja	20
6.	Sapna	Nature & Importance	Sapna	20
7.	Ankita	Nature & Importance R.M.	Ankita	20
8.	Nikhilkumar	Meaning of retail & important, Nature	Nikhilkumar	19
9.	Sachin	Meaning of retail & important, Nature	Sachin	19
10.	Deepak	Meaning of retail & important, Nature	Deepak	18
11.	Beerappa	Retailing & Retailer	Beerappa	20
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