

19-20

Date: 16/8/2019

To  
The **Principal**  
Karnatak Arts, Science and Commerce College  
Bidar. Karnataka.



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

**Respected Madam,**

With reference to the above cited subject, department of commerce wants to commence new add-on course on "**Retail management**" for the academic year 2019-20. So kindly grant the permission to start this course and permit to collect the fees of Rs.200/- per student (Maximum intake-50 students) the amount collected from students will be deposited in the principal account. A/c No.5 DCC Bank.

So, kindly grant the permission as early as possible.

Thanking you,

*VP may be permitted*

*Permitted*

*Kalyana*

**Vice-Principal &  
IQAC. Coordinator  
Karnatak Arts, Science &  
Commerce College, Bidar**

**PRINCIPAL  
Karnatak Arts, Sci. & Com. College  
BIDAR-585401**

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



ಕರ್ನಾಟಕ ಕಲಾ, ವಿಜ್ಞಾನ ಹಾಗೂ ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ, ಬೀದರ  
KARNATAK ARTS, SCIENCE & COMMERCE COLLEGE, BIDAR



Estd 1970

(Affiliated to Gulbarga University, Kalaburagi)

College with Potential for Excellence Status Awarded by UGC New Delhi

ISO 9001 : 2015



Golden Jubilee Celebration - 1970-2020

To  
Mrs. Preeti Parag Shah  
Department of Commerce  
Modern College GK, Pune.

*Sub:* Request Letter to serve as Board of Studies for Add-on Course.

Dear Madam,

I am very happy to inform you that our institution, under Dept of Commerce would like to start an Add-on course titled "**Retail Management**" in this context I am requesting you to serve as member of institutional Board of studies for the above mentioned course.

The meeting of institutional BOS for an Add-on course on Retail Management is conveyed on 23/08/2019 at IQAC Room, in Karnatak Arts, Science & Commerce College, Bidar at 10:30 AM.

I hope you will accept this invitation and provide your expertise service in development of curriculum for the above mentioned course.

  
Head  
Dept of Commerce

  
Principal  
PRINCIPAL  
Karnataka Arts Sci. & Com. College  
BIDAR-585401

E-mail : principalkascc@gmail.com  
Fax : 08482-226503

Hyderabad Road, Karnataka State - 585401.  
Fax : 08482-226503

Cell : 9343834635  
Visit us @ www.kascc.in.net



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**Golden Jubilee Celebration - 1970-2020**

To  
**Prof. Parag Shah**  
Department of Commerce  
Modern College GK, Pune.

**Sub:** Request Letter to serve as Board of Studies for Value Added Course.

**Dear Sir,**

I am very happy to inform you that our institution, under Dept of Commerce would like to start an Value Added course titled "**Retail Management**" in this context I am requesting you to serve as member of institutional Board of studies for the above mentioned course.

The meeting of institutional BOS for an Add-on course on Retail Management is conveyed on 23/08/2019 at IQAC Room, in Karnatak Arts, Science & Commerce College, Bidar at 10:30 AM.

I hope you will accept this invitation and provide your expertise service in development of curriculum for the above mentioned course.

Head  
Dept of Commerce

Principal

Karnataka Arts Sci & Com Coll  
BIDAR-585401

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

E-mail : principalkascc@gmail.com  
Fax : 08482-226503

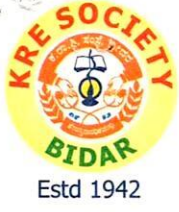
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ISO 9001 : 2015



Golden Jubilee Celebration - 1970-2020

To  
**Dr. Sharnappa S.M.**  
Associat-Prof & Co-ordinator,  
Dept. of Post Graduation Studies in Commerce,  
Govt First Grade College, Bidar.

**Sub:** Request Letter to serve as Board of Studies for Value Added Course.

Dear Sir,

I am very happy to inform you that our institution, under Dept of Commerce would like to start an Value Added course titled "Retail Management" in this context I am requesting you to serve as member of institutional Board of studies for the above mentioned course.

The meeting of institutional BOS for an Add-on course on Retail Management is conveyed on 23/08/2019 at IQAC Room, in Karnatak Arts, Science & Commerce College, Bidar. at 10:30 AM.

I hope you will accept this invitation and provide your expertise service in development of curriculum for the above mentioned course.

  
Head

Dept of Commerce

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

  
PRINCIPAL  
Principal  
Karnataka Arts Sci & Com C  
BIDAR-585401

E-mail : principalkascc@gmail.com  
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**K. R. E. Society's  
Karnatak Arts, Science & Commerce College, Bidar.  
Value Added Course on  
Retail Management  
Department of Commerce**

**Preamble:** Retail sector plays a vital role in economic development of an economy. It employs a large number of workforces and its contribution to national income is also substantial. In India scenario the retail sector employs about 8% of total working population. Approximately 40 million people are employed in 6 million retail outlets throughout the country. 22% of national income is accrued from this sector. The retail sector is classified in two categories - unorganised retail sector and organised retail sector. The unorganised retail sector comprised various independent shops such as kirana shops, cloth shops, utensil shops, medical stores, etc. These are traditional local shops in a market place or in residential area. The other format of retailing is organised one. The organised retailing in India is relatively new. During last twenty years, this sector has experienced very fast growth. From 5% of total retail in 2005, its present share is 16%. The organised retail format includes department stores, fast food outlets, supermarkets, malls, hypermarkets, specialty stores etc.

Our objective to start a Value-Added course in retail management In India there is a huge pool of educated unemployed persons. It is difficult to get a job after passing from colleges without having acquired skills necessary for a job. After necessary knowledge in retailing, the students will have an edge over others in getting jobs of their choice in this sector as this sector is growing very fast and lakhs of manpower requirements have been estimated to come up annually.

**Prerequisites: 10+2 in Commerce**

**Mode of Study:** regular (Theory & Practical i.e. Classroom Lectures, Field Trips, Projects & Seminars)

**Requirement and Policies:**

1. Minimum 75% attendance in theory classes.
2. 100% attendance for field visits and seminars.
3. Need to appear for two internal tests.

**Grading Pattern:**

Theory (3 Credits)

Internal Assessment	20 Marks
Assignments	20 Marks
Final Exam	60 Marks
Total:	100 Marks

**Practical (2 Credits)**

Field Visits:	20 Marks
Seminar:	10 Marks
Project Report:	30 Marks
Total:	50 Marks

*Spah*  
**Dr. Shaanbidhar Patil**  
Chairman  
Department of Commerce  
Karnatak Arts, Science &  
Commerce College, BIDAR-585401

*Karjane*  
**PRINCIPAL**  
Principal  
Karnatak Arts Sci & Com Coll  
BIDAR-585401

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

(Affiliated to Gulbarga University)

College with potential for excellence

**Minute of Meeting of Institutional Board of Studies For**  
**Value Added course on**  
**Study of Retail Management**  
**Held on August, 2019.**

The institutional BOS meeting of the Department of Commerce for the Value Added course on Study of  
"Retail Management" held on 23/08/2019 at IQAC Room at 10:30 A.M.

Sl. No	Name	Institute	Designation
1	Dr. Shashidhar Patil Head Department of Commerce.	Karnatak Arts, Science and Commerce College.	Chairman
2	Prof. Parag Shah Department of Commerce	Modern College GK, Pune.	Member External Expert
3	Dr. Sharnappa. S.M Associat Prof & Co-ordinator Dept. of Post Graduation Studies in Commerce,	Govt First Grade College, Bidar.	Member External Expert

In the beginning of the meeting the Chairman of the institutional BOS welcomed all the members and briefed them about the progress of the Department of Commerce. The members expressed their highly appreciation and satisfaction about the courses and activities of the department.

After that institutional BOS discussed and resolved the following items.

- **Item 1.** Starting of the Value added course on study of Retail Management. The BOS discussed the item and resolved to start the add on course from September, 2019.
- **Item 2.** Approval of the syllabus for add-on course. The BOS discussed and approved the syllabus for the Value added course on study of Retail Management.

- 2
- **Item 3.** Criteria for admission, Regulations and Policies to run the course and exam pattern.

The BOS discussed and approved the criteria for admission and resolved that the student should have completed successfully 10+2 with commerce faculty and should be currently enrolled in B.com programme with in Karnatak College, Bidar. In addition to the BOS also finalized the rules and Regulations for smooth conduct of course and exam pattern.

Meeting of BOS is concluded with vote of thanks by Dr. Shashidhar Patil, Head Department of Commerce.

1. Dr. Shashidhar Patil

*Spak*  
23/08/19

2. Prof. Parag Shah (Extramol)

*Shah*  
23/08/19

3. Dr. Sharnappa S. M

*Ssm*  
23/08/19

4. Mrs. Preeti Shah

*Pshah*  
23/08/19

*[Signature]*

**IQAC Co-ordinator**

IQAC Coordinator

Karnatak Arts, Science and Commerce College,  
BIDAR

*Kalyana*  
**PRINCIPAL**  
Principal  
Karnataka Arts Sci & Com College  
BIDAR-585401

To,

Date: 09/03/2020

The Principal

Karnataka Arts, Science & Commerce College,

Bidar.

**Subject:** Application for seeking Permission for printing ADD-on course in Retail Management certificates.

Respected sir,

With reference to the above cited subject, Department of Commerce has started Add-on-course on **Retail Management** in the year 2019-20. Total 45 students were enrolled for the course and successfully completed. Hence I kindly request you to grant the permission for printing certificates and sanction Rs.900 for the same.


Kindly consider the same and do the needful.

Thanking you,

Yours Sincerely

  
Ms. Sunita Gunnalli  
Coordinator

Certificate Courses  
K,A.S.C.C. Bidar

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

VPY May be Permitted  
9/3/2020

  
Vice-Principal &  
IQAC. Coordinator  
Karnatak Arts, Science &  
Commerce College, Bidar

Sactioned  
Kalyana  
75  
ಪ್ರಾಂಶುಪಾಲರು  
March 20  
ಕರ್ನಾಟಕ ಕಲಾ ವಿಜ್ಞಾನ ಹಾಗೂ ವಾಣಿಜ್ಯ  
ಮಹಾವಿದ್ಯಾಲಯ ಬಿದರ



K.R.E.Society's  
Karnatak Arts, Science & Commerce College, Bidar  
Dept of Commerce  
**Add-on Course in Retail Management**  
List of the certificate Issued 2019-20

S.No	Name of the students	Signature
1	Priya D/ Shivraj	<del>Priya</del>
2	Vishnu s/o Devindrappa	<del>Vishnu</del>
3	Kirankumar s/o Sanjeevkumar	<del>Kirankumar</del>
4	Akash Ratud s/o. prakosh	<del>A. Ratud</del>
5	Sangameshwar s/o Nageshelly	<del>Sangameshwar</del>
6	Manik s/o Nagesh	<del>Manik</del>
7	Priyanka D/o Bandeppa	<del>Priyanka</del>
8	Sandeep s/o Putraj	<del>Sandeep</del>
9	Siddagoud s/o Tippurra	<del>Siddagoud</del>
10	Sachin s/o Siddanna	<del>Sachin</del>
12	Pavan s/o Dashrath	<del>Pavan</del>
13	Nagesh s/o Manikappa	<del>Nagesh</del>
14	Gurulingayya swamy	<del>Gurulingayya</del>
15	Shibarami D/ Yesudal	<del>Shibam</del>
16	Aman Gada s/o Chandrakanth	<del>Aman</del>
17	Ajay Gada s/o Anil Gada	<del>Ajay</del>
18	Satish s/o Bheem Singh	<del>Satish</del>
19	Bhagyashree D/o Malayya Swamy	<del>Bhagyashree</del>
20	Sridevi D/o. Maruti	<del>Sridevi</del>
21	Satyashruti D/o. Vishwanath	<del>Satyashruti</del>
22	Sudharani D/o Tukaram	<del>Sudharani</del>
23	Ashwini D/o Ajjun	<del>Ashwini</del>
24	Anita D/o Pandarnath	<del>Anita</del>
26	Stefi D/o Suresh	<del>Stefi</del>
27	Keerti D/o Subhash	<del>Keerti</del>
28	Savarna D/o Sanjeevkumar	<del>Savarna</del>
29	Nagema D/o Dharmaraj	<del>Nagema</del>
30	Priya D/o Gannappati	<del>Priya</del>
31	Priyadasshani D/o Hanumanth	<del>Priyadasshani</del>
32	Bhumiika D/o Basavara	<del>Bhumiika</del>
33	Markas s/o Nagesh M.	<del>Markas</del>
34	Shivani D/o Sanjay Kumar	<del>Shivani</del>
35	Sesena D/o Ashok	<del>Sesena</del>
36	Shweta D/o Rajkumar	<del>Shweta</del>
37	Kiran s/o Suresh	<del>Kiran</del>
38	Ashwini D/o Shrinivas	<del>Ashwini</del>

37	Akhilesh Patil	Apali
38	Nandkishor slo Narsinghoo	Nand
39	manikamma sl. Adeppa	manikamma
40	Sangam slo Tanaji	Sangam
41	Gayatri D/o Shuraji	Gayatri
42	Shrikamth	Shrikamth
43	Pallavi D/o Vijaykumar	Pallavi
44	Pooja D/o Sunil Kumar	Pooja
45	Renuka D/o Gendappa	Renuka

*Se*

**Co-coordinator**

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



*Red*

**HOD**

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

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# Theory

## Retail Marketing Management (Ccrm-103)

3 Credits

3hrs / week

Total 45 hrs

### Module 1: Introduction to Retail Management

Meaning, Nature & Importance, Classification, Factors Influencing Retailing.

### Module2: Retail Functions

Functions Of Retailing & Retailer, Retail Atmospherics, Retail As A Career.

### Module3: Retail Strategy

Understanding 6p's Of Retail Marketing Mix, Role of Retail Outlet in Customer Staff Action, Retail Marketing Strategies of a Retailer in India, Strategic Retail Planning Process, and Classification of Retail Units.

### Module4: Retail Formats

Corporate Chains, Direct Selling, Telemarketing, E-Retailing, E- Retailing In India, Warehouse Club, Offer Price Chain, Department Stock, Supermarket, Hypermarket, Discount Stores.

### Module5: Retail Models and Store Layout

Theories Of Retail- Environmental Theory, Cyclical Theory, Conflict Theory, Store Layout, Needs Objectives Importance, Types Of Layout-Free Flow Layout, Grid Layout, Racetrack Layout, Spine Layout.

### *Books Recommended:*

1. Swapnapradhan – Retail Management.
2. David Gilbert- Retail Marketing.
3. Geore H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A.J.Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A strategic Approach
6. Venkatesh Ganapathy- The E-Book Company, [www.bookboon.com](http://www.bookboon.com)

**Practical**

**Credit: 02**

**4 hrs / week**

### *Field visits and project work*

1. Visit to nearby Retail Stores and understanding their day today function.
2. Project work in term of 3 students on specific topic related to Retail management to be carried out with real life case studies.

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

**"DEPARTMENT OF COMMERCE"**

Date: 05/09/2019

**\*\*\*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 25-09-2019.

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

❖ For further information contact:

1. Mr Ravinder Reddy
2. Ms. Sunita Gunnalli

  
HOD

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

  
PRINCIPAL  
Karnatak Arts Science &  
Commerce College, BIDAR

To,

Date :05/03/2020

The Principal of Karnatak college ,

Bidar.

**Subject:** Submission of fees receipt- Reg.

**Respected Madam,**

With reference to above cited subject that, the commerce department is going to start Add-on course i.e, **Retail Management Course**. For this purpose, students have paid Rs.200 as fees and deposited in Principal Account No:05. Required fee receipt is submitting to the office accountant, **Mr Narayan**

**Total Fee Receipt = 42x200=8400**

We kindly Request you to consider this.

Thank you,

Yours Sincerely,

*Prabhu*  
Head, Commerce department  
Karnatak Arts, Science & Commerce College, BIDAR-585 401.

*Kajjasa*  
PRINCIPAL  
Karnatak Arts, Sci. & Com. College  
BIDAR-585 401

*OK*  
Received  
5/3/2020  
3 chammai  
Received  
18/3/2020

**K.R.E. Society's**  
**Karnatak Arts, Science and Commerce College Bidar.**  
**Students admission list for the academic year 2019-2020**  
**Add-on-course - Retail Management**



Sl.no	Name of the students	Father name
1.	Priya	Shivraj
2.	Vishnu	Devindrappa gadge
3.	Kiran kumar	Sanjeev kumar
4.	Sangameshwar	Nagshetty
5.	Manik	Nagesh
6.	Priyanka	Bandeppa
7.	Anuja	Ashok
8.	sandeep	Putraj
9.	siddagond	Tippanna
10.	Sachin	Siddanna
11.	Pavan	Dashrat
12.	Nagesh	manikappa
13.	Gurulingaya	Siddayya swamy
14.	Shibarani	yasudas
15.	Aman gada	chandrakanth
16.	Ajay gada	Anil gada
17.	Satish	bheemsingh
18.	Bhagyashree	Mallayya swamy
19.	Sridevi	Maruti
20.	Satyashruti	vishwanath
21.	Sudharani	Tukaram
22.	Ashwini	Arjun
23.	Anita	Pandarnath
24.	Stefi	soilesh
25.	Keerti	Subhash
26.	Suvarna	Sanjeevkumar
27.	Nagamma	Dharamraj
28.	Priya	Ganpati
29.	Priyadarshini	Hanumant
30.	Bhoomika	Baswaraj
31.	Markas	Narasappa
32.	Shivani	Sanjay kumar
33.	Serena	Ashok
34.	Shweta	Rajkumar
35.	Kiran	Sundar
36.	Ashwini	Shrinivas
37.	Akhilesh	Vaijinath patil
38.	Nandkishor	Narsingrao
39.	Manikamma	Adeppa
40.	Sangam	Tanaji
41.	Gayatri	Shivaji
42.	Shrikanth	Ramesh
43.	Pallavi	Vijaykumar
44.	Pooja	Sunilkumar
45.	Renuka	Gundappa

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

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

*[Signature]*  
 PRINCIPAL  
 Karnatak Arts, Sci. & Com. College  
 BIDAR-585401

K

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

"Department of Commerce"




Notice

### Commencement of Retail Management Classes

All the students who have enrolled their names for Add-on Course i.e. Retail Management are hereby informed to attend regular classes commencing from 10<sup>th</sup> Oct, 2019.

  
HOD

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

  
Principal  
Karnatak Arts Science &  
Commerce College, BIDAR



K.R.E. Society's  
Karnatak Arts, Science & Commerce College, Bidar  
**Department of Commerce**  
Time Table for Retail Management Course the Academic Year 2019-20

Period	12:00 to 1:00 PM
Day	
MONDAY	Theory Class
TUESDAY	-Do-
WEDNESDAY	-Do-
THURSDAY	Field Visit
FRIDAY	-Do-
SATURDAY	-

*Pat*

HOD

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

*Su*

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

*Kajana*

Principal

Karnatak Arts Science &  
Commerce College, BIDAR



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 1<sup>st</sup> Internal Test which is scheduled on 11<sup>th</sup> Nov, 2019 at 12pm to 1pm.

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  
Karnatak Arts Science &  
Commerce College, BIDAR



**K.R.E. Society'S**  
**Karnatak Arts, Sciece& Commerce College, Bidar.**  
**Department of Commerce**  
**Add-on Course 2019-20**  
**1<sup>st</sup> Internal**

**Subject: Retail Management    Total Marks: 20                      Time: 1 hour**

**I. Answer all the following questions each question carry 10 Marks.**

1. Explain the nature and importance of retail management.
2. Explain the function of retailing and retailer.



K.R.E. Society's

Karnatak Arts, Science and Commerce College Bidar.

Student attendance list for I Internal Assessment Test 2019-2020

Add-on-course - Retail Management

Sl.no	Name of the students	Father name	Signature	I.A Marks
1.	Priya	Shivraj		18
2.	Vishnu	Devindrappa gadge		17
3.	Kiran kumar	Sanjeev kumar		18
4.	Sangameshwar	Nagshetty		19
5.	Manik	Nagesh		18
6.	Priyanka	Bandeppa		18
7.	Anuja	Ashok		18
8.	sandeep	Putraj		18
9.	siddagond	Tippanna		18
10.	Sachin	Siddanna		18
11.	Pavan	Dashrat		17
12.	Nagesh	manikappa		18
13.	Gurulingaya	Sidayya swamy		19
14.	Shibarani	yasudas		19
15.	Aman gada	chandrakanth		18
16.	Ajay gada	Anil gada		17
17.	Satish	bheemsingh		18
18.	Bhagyashree	Mallayya swamy		17
19.	Sridevi	Maruti		18
20.	Satyashruti	vishwanath		18
21.	Sudharani	Tukaram		19
22.	Ashwini	Arjun		19
23.	Anita	Pandarnath		18
24.	Stefi	soilesh		18
25.	Keerti	Subhash		18
26.	Suvarna	Sanjeevkumar		18
27.	Nagamma	Dharamraj		18
28.	Priya	Ganpati		19

P-T O

29.	Priyadarshini	Hanumant	<del>Priya</del>	18
30.	Bhoomika	Baswaraj	Bhoomika	18
31.	Markas	Narasappa	Mn	19
32.	Shivani	Sanjay kumar	SHIVANI	17
33.	Serena	Ashok	Serena	19
34.	Shweta	Rajkumar	@	19
35.	Kiran	Sundar	8895	18
36.	Ashwini	Shrinivas	Ash	17
37.	Akhilesh	Vaijinath patil	Akh	20
38.	Nandkishor	Narsingrao	Nand	19
39.	Manikamma	Adeppa	manikamma	18
40.	Sangam	Tanaji	Shm	18
41.	Gayatri	Shivaji	Gayatri	18
42.	Shrikanth	Ramesh	shrikanth	19
43.	Pallavi	Vijaykumar	PALLAVI	18
44.	Pooja	Sunilkumar	Pooja	17
45.	Renuka	Gundappa	Renu	17

Present : 45  
Absent: Nil  
Total: 45


  
Invigilator sign

  
Valuator



  
PRINCIPAL

Karnataka Arts Sci. & Com. College  
BIDAR-585401.

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

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 here by informed to attend 2<sup>nd</sup> Internal Test which is scheduled on 28<sup>th</sup> January, 2020 at 12pm to 1pm.

*[Signature]*  
HOD

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

*[Signature]*  
Co-ordinator  
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BIDAR-585401

*[Signature]*  
PRINCIPAL  
Principal  
Karnatak Arts Science &  
Commerce College, BIDAR



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**Karnatak Arts, Science & Commerce College, Bidar.**  
**Department of Commerce**  
**Add-on Course 2019-20**  
**2<sup>nd</sup> Internal**

**Subject: Retail Management    Total Marks: 20    Time: 1 hour**

- I. Answer all the following questions each question carry 10 Marks.**
1. Explain the classifications of retail units.
  
  2. Explain about E-retailing in India.



**K.R.E. Society's**  
**Karnatak Arts, Science and Commerce College Bidar.**  
**Student attendance list for II Internal Assessment Test 2019-2020**  
**Add-on-course - Retail Management**

Sl.no	Name of the students	Father name	Signature	I.A Marks
7. 1	Priya	Shivraj		18
8. 2	Vishnu	Devindrappa gadge		16
9. 3	Kiran kumar	Sanjeev kumar		18
10. 4	Sangameshwar	Nagshetty		18
11. 5	Manik	Nagesh		19
12. 6	Priyanka	Bandeppa		17
7.	Anuja	Ashok		18
8.	sandeep	Putraj		18
9.	siddagond	Tippanna		18
10.	Sachin	Siddanna		18
11.	Pavan	Dashrat		17
12.	Nagesh	manikappa		19
13.	Gurulingaya	Siddayya swamy		19
14.	Shibarani	yasudas		18
15.	Aman gada	chandrankanth		17
16.	Ajay gada	Anil gada		18
17.	Satish	bheemsingh		19
18.	Bhagyashree	Mallayya swamy		18
19.	Sridevi	Maruti		18
20.	Satyashruti	vishwanath		19
21.	Sudharani	Tukaram		18
22.	Ashwini	Arjun		20
23.	Anita	Pandarnath		19
24.	Stefi	soilesh		17
25.	Keerti	Subhash		19
26.	Suvarna	Sanjeevkumar		19
27.	Nagamma	Dharamraj		20

P-T O

28.	Priya	Ganpati	Priya	19
29.	Priyadarshini	Hanumant	Priyadarshini	17
30.	Bhoomika	Baswaraj	Bhoomika	18
31.	Markas	Narasappa	Markas	18
32.	Shivani	Sanjay kumar	SHIVANI	18
33.	Serena	Ashok	SERENA	18
34.	Shweta	Rajkumar	Shweta	16
35.	Kiran	Sundar	Kiran	17
36.	Ashwini	Shrinivas	Ashwini	18
37.	Akhilesh	Vaijinath patil	Akhilesh	17
38.	Nandkishor	Narsingrao	Nandkishor	17
39.	Manikamma	Adeppa	Manikamma	19
40.	Sangam	Tanaji	Sangam	18
41.	Gayatri	Shivaji	Gayatri	17
42.	Shrikanth	Ramesh	Shrikanth	16
43.	Pallavi	Vijaykumar	PALLAVI	17
44.	Pooja	Sunilkumar	Pooja	18
45.	Renuka	Gundappa	Renuka	16

Present : 45  
Absent: -  
Total: 45

  
Invigilator sign

  
Valuator





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“Department of Commerce”

Notice

All the students who have enrolled their names for Add-on Course i.e. Retail Management are hereby informed to submit the assignment on or before 29<sup>th</sup> February, 2020.

  
HOD

Head Dept. of Commerce  
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Principal

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Exam Notice

All the students who have enrolled their names for Add-on Course i.e. Retail Management are here by informed to attend the annual exam on 04/03/2020 at 10am to 1pm.

  
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HOD

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

  
Principal  
ಪ್ರಾಂಶುಪಾಲರು  
ಕರ್ನಾಟಕ ಶಿಕ್ಷಣ ಮತ್ತು ಸಂಶೋಧನಾ ಸಂಸ್ಥೆ,  
ಮಹಾವಿದ್ಯಾಲಯ ಜಿಲ್ಲೆ

K.R.E. Society's

Karnatak Arts, Science and Commerce College Bidar.

**Student Marks list for annual Exam 2019-2020**

Department of Commerce

**Add-on-course - Retail Management**



Email	Score /60	Score released
ajaygadaapv@gmail.com	20	Oct 13 1:48 PM
sridevikhaudi2000@gmail.com	54	Oct 13 2:10 PM
manikammaw@gmail.com	58	Oct 13 3:09 PM
bhoodevibhangare@gmail.com	56	Oct 13 3:22 PM
shrikanth.rb1@gmail.com	58	Oct 13 3:29 PM
priyakolli72@gmail.com	58	Oct 13 3:38 PM
bhagyashreeswamy33@gmail.com	58	Oct 13 3:39 PM
nageshvalure6223@gmail.com	58	Oct 13 4:10 PM
mguruswamy7892@gmail.com	60	Oct 13 4:13 PM

sachindomal36@gmail.com	30	Oct 13 5:14 PM
deshmukhash745@gmail.com	56	Oct 13 6:59 PM
renukashapure829@gmail.com	38	Oct 13 7:07 PM
pradeepptil3882@gmail.com	54	Oct 13 8:01 PM
stefishailesh@gmail.com	54	Oct 13 8:34 PM
gplahangaon@gmail.com	54	Oct 13 8:37 PM
poojapoo9889bidar@gmail.com	36	Oct 13 8:38 PM
pallavishweta10@gmail.com	54	Oct 14 10:08 AM
gayatrishivaji36@gmail.com	56	Oct 14 10:42 AM
satyashrutik@gaim.com	54	Oct 14 11:58 AM
patilakhilesh927@gmail.com	60	Oct 14 12:16 PM
priyadarshinimethre@gmail.com	54	Oct 15 11:37 AM
sudharanimetre413@gmail.com	40	Oct 15 2:14 PM
kirtisubhash472@gmail.com	52	Oct 17 6:53 PM

kavelepriyanka1100@gmail.com	56	Oct 18 1:31 PM
gadgevishnu0080@gmail.com	32	Oct 19 10:41 AM
jagadishpanchal142@gmail.com	48	Oct 19 11:26 AM
sintanores@gmail.com	40	Oct 19 5:19 PM
sangamsagar252@gmail.com	44	Oct 21 8:32 AM
priyamelkale@gmail.com	56	Oct 24 2:55 PM



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

*[Signature]*  
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*[Signature]*  
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Department of Commerce  
Add-on Course 2019-20  
Multiple Choice Questions

**Subject:** Retail Management

**Total Marks:** 60

**Time:** 2 Hour



1. Retailing creates-----.
  - A. time utility.
  - B. place utility.
  - C. ownership utility.
  - D. all of these.
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.

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.




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

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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

  
Co-ordinator  
Certificate Courses  
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BIDAR-585401



20-21

Date: 16/08/2019

To  
The **Principal**  
Karnatak Arts, Science and Commerce College  
Bidar. Karnataka.

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

**Respected Madam,**

With reference to the above cited subject, department of commerce wants to commence new add-on course on "**Retail management**" for the academic year 2019-20. So kindly grant the permission to start this course and permit to collect the fees of Rs.200/- per student (Maximum intake-50 students) the amount collected from students will be deposited in the principal account, A/c No.5 DCC Bank.

So, kindly grant the permission as early as possible.

Thanking you,

*VPY may be permitted*

*Permitted*

*[Signature]*  
**Vice-Principal &  
IQAC. Coordinator  
Karnatak Arts, Science &  
Commerce College, Bidar**

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

*[Signature]*  
**PRINCIPAL  
Karnatak Arts, Sci. & Com. College  
BIDAR-595401**