Jagan Institute of Management Studies
3, Institutional Area, Sector-5, Rohini, Delhi-110085.

POST GRADUATE DIPLOMA

IN

RETAIL MANAGEMENT (PGDM-RM)

- *Approved by AICTE, Min. of Education, Govt. of India*
- *Accredited by National Board of Accreditation (NBA) for excellence in quality*
- *Granted equivalent to MBA degree by Association of Indian Universities (AIU)*

BATCH 2025-27

PRE INDUCTION COURSE MATERIAL

JAGAN INSTITUTE OF MANAGEMENT STUDIES

3, Institutional Area, Rohini, Sector-5,

Delhi -110085

Jagan Institute of Management Studies

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Dear Students,

Welcome to PGDM-RM Program at Jagan Institute of Management Studies, Rohini, Delhi.

With a legacy of more than 30 years of quality management education, we stand committed to provide consistent and high-quality learning environment blended with right mentoring, nurturing and coaching to ensure you a successful career.

It is important that you get acquainted with management fundamentals at an early stage to get a feel of experiences that will shape your next two years.

The pre-induction module has been prepared to introduce basic concepts of management and consists of readings, assignments, book recommendations on areas such as Economics, Human Behavior, Marketing, Accounting and Finance, Statistics, Business Mathematics and communication. The document provides details about various learning resources and thoughtfully designed questions requiring descriptions, explanations, calculations and introspection on various aspects of business and management.

You are expected to plan your work with utmost sincerity, discipline and self-motivation and complete the pre-induction module in time. Read the instructions clearly for assignment submission on page 3.

We look forward to your engaging and enriching experience working on the modules. In case of any query, you can write to us at psbisht@jimsindia.org

Happy Learning.

Dr. R.K. Singh
Dean PGDM-RM
JIMS Rohini Delhi

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Instruction for Submission

1. The assignments must be done separately for each course.
2. Use only A-4 size sheet (ruled or plain) for typing or writing the assignment.
3. For typed assignment, Use MS Word, Times New Roman, Font size 12 and justified margin.
4. Use both side of the page.
5. The assignment submission date will be announced in July 2025

ECONOMICS

As you will delve into various areas of knowledge in the coming weeks, the vastness of available information will amaze you. The ability to translate the acquired knowledge into application will give rise to wisdom.

This journey essentially begins with exploration. You are encouraged to begin right away in doing the following.

Activity 1: Explore

Essential Requirement: Access to internet

Objective: To explore the economic dimensions of human life via secondary sources

1. *Visit https://ourworldindata.org/*

2. *The site has a wide variety of information ranging from food to violence. Choose one topic of your interest. As you will open the chosen link, it will throw open more details in 'research and writings' or as visuals in 'charts.'*

3. *Read and explore as much as you can in 30 minutes.*

4. *Write in about 200 words –*

    a. *The name of the topic that you explored and why?*

    b. *One piece of information (within the chosen topic) that you found unbelievably shocking (OMG! type)*

    c. *The change in your perspective that (b) above has caused.*

The exploration can also be done by talking to people or observing them. You will realize the power of this medium after you do it.

Activity 2: Enquire

Objective: To explore the broad functionality and challenges of business via observation and seller interaction

1. *Visit a neighborhood retail store.*

2. *Observe keenly.*

3. *With the help of a casual conversation with the seller get as much information possible regarding the business. Specifically, probe about the challenges of summer months, if any. (Caution: You may have to make a real purchase to get the seller's time and attention). Make mental notes of all the information gathered from observation and conversation.*

4. *Write a description (based on the mental notes), in about 500 words*

OR

Create an infographic (based on the mental notes), on a white A4 size chart paper.

The journey of learning will be more fruitful if it comes via experiences. Live an experience by indulging in the third activity.

Activity 3: Plant a plant

Essential Requirement: ₹ 100/-

Objective: To experience decision making as a buyer, user and potential seller

1. *Use at most ₹ 100 to plant a seed or a sapling of your choice in a pot/container of your choice. Make sure the pot/container size is portable.*

2. *Care for it as a companion/pet.*

3.   Keep a handwritten record of all your engagements with it, involving (2) above. The engagements include monetary expenses, time investment, emotional gains, etc. (The recording should ideally be done on a daily basis).

Wholeheartedly indulge and enjoy all the three activities. When you join the PGDM program, come ready with the outcomes of the three activities in the forms as mentioned above.

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BASIC ACCOUNTING AND FINANCE

Accounting and Finance are very relevant and useful courses in the PGDM curriculum. In any future role, as a manager, competitor, leader or financial analyst, a management student is required to be comfortable with analyzing and interpreting financial statements. Managers in business organizations face several decision-making situations every day. In many cases, the accounting information that contains data has a direct effect on the decision-making process in long term. In order to do the interpretations and analysis of financial statements and to understand the impact of decision making on financial performance of an organization, a management student must have the understanding of basic accounting and finance concepts. It is also crucial to understand that decisions are not taken in isolation; the developments in the economy specifically in the financial sector play an important role in taking rational decisions for the organization. The following tasks will help you to move forward in that direction!

Reading and Learning

Activity 1

1. **Objective: To enable students to understand and learn basics of accounting through online videos.**

   You are required to go through the following video links for understanding the basics of accounting.

   a. Basic Terminology used in accounting

      ● https://www.youtube.com/watch?v=WE6NZgwRMrY

   b. Classification of Accounts

      ● www.youtube.com/watch?v=P31c7Itqu7k&list=RDCMUC245 KWpRl8cIkTzEsdV5WMw&index=3

c. Golden Rules of Accounts /Accounting Rules of Debit and Credit

- www.youtube.com/watch?v=EBcjGWoxjDc&list=RDCMUC245KWpRl8cIkTzEsdV5WMw&index=4

d. Journal, Ledger and Trial balance

- https://youtu.be/0R0SNfYgmjc

e. Basics of Financial Statements

- https://www.youtube.com/watch?v=aA8nVYNonV4

Activity 2

You can pursue the following MOOC Course for better understanding of the module.
(Optional)

- Course Name: Basics of Accounting (Indian)

https://www.udemy.com/course/basics-of-accounting-indian/

- Course Name: Understand Banks & Financial Markets

https://www.udemy.com/course/the-banking-fundamentals-course/?couponCode=ST2MT43024

Activity 3

Objective: To enable students to identify and understand various accounting events and important components in the financial statements.

You are required to study the given Financial Statements (Profit & Loss Account and Balance Sheet) of a company and provide the following information:

1. List of Current (Short Term) Assets and Long Term Assets
2. List of Current (Short Term) Liabilities and Long Term Liabilities
3. Amount of Revenue in the company.

Vertical Income Statement

No.	Particulars	Amount (₹) (in '000)	
1.	Sales		16,000
2.	*Less:* Cost of goods sold		
	Raw materials consumed	7,800	
	Consumables	800	
	Direct labour	750	
	Other direct expenses	480	9,830
3.	Gross profit (1 – 2)		6,170
4.	*Less:* Operating expenses		
	Administrative expenses	1,200	
	Selling expenses	260	
	Depreciation	700	2,160
5.	Profit before interest and tax (3 – 4)		4,010
6.	*Less:* Interest		1,440
7.	Net profit before tax (5 – 6)		2,570
8.	*Less:* Income tax @ 50%		1,285
9.	Net profit after tax (7 – 8)		1,285

Vertical Balance Sheet

No.	Particulars	Amount (₹) (in '000)	
1.	Share capital	5,000	
2.	Reserves and surplus	1,500	
3.	Own funds (1 + 2)		6,500
4.	Long-term loans	12,000	
5.	Short-term loans	1,500	
6.	Loan funds (4 + 5)		13,500
7.	Total funds available (3 + 6)		20,000
8.	Fixed assets		14,000
9.	Investments		400
10.	Current assets		
	Inventories	6,000	
	Receivables	3,700	
	Cash and banks	100	
		9,800	

Activity 4

India has been a leader in digital payments innovation, with the Unified Payments Interface (UPI) revolutionizing how people transact. However, challenges remain, including ensuring access for all, preventing fraud, and keeping up with rapid technological advancements. You are a consultant advising the National Payments Corporation of India (NPCI), the organization that operates UPI. NPCI is developing a roadmap for the next 5-10 years, focusing on expanding access to digital payments for all segments of society and fostering innovation in payment technologies.

Questions:

a)   Identify and explain two specific challenges in ensuring access to digital payments for all segments of Indian society (e.g., rural population, low-income households, and elderly citizens).

b)   Recommend two technology-driven solutions or strategies that NPCI could implement to address these challenges. Explain how these solutions would work.

c)   Describe two emerging fintech innovations in the payment space (e.g., block chain-based payments, biometric authentication, AI-powered fraud detection).

d)   Discuss the potential benefits and risks of each innovation in the Indian context.

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STATISTICS AND BUSINESS MATHEMATICS

Assignment 1 – The objective is to understand the fundamentals of basic statistics.

Each of the questions given below consists of a statement and / or a question and two statements numbered I and II given below it. You have to decide whether the data provided in the statement(s) is / are sufficient to answer the given question. Read both the statements and

Give answer (A) if the data in Statement I alone are sufficient to answer the question, while the data in Statement II alone are not sufficient to answer the question.

Give answer (B) if the data in Statement II alone are sufficient to answer the question, while the data in Statement I alone are not sufficient to answer the question.

Give answer (C) if the data either in Statement I or in Statement II alone are sufficient to answer the question.

Give answer (D) if the data even in both Statements I and II together are not sufficient to answer the question.

Give answer (E) if the data in both Statements I and II together are necessary to answer the question.

1. *What is the length of a running train crossing another 180-meter long train running in the opposite direction?*
 I. The relative speed of the two trains was 150 kmph.
 II. The trains took 9 seconds to cross each other.
 a. I alone sufficient while II alone not sufficient to answer.
 b. II alone sufficient while I alone not sufficient to answer.
 c. Either I or II alone sufficient to answer.
 d. Both I and II are not sufficient to answer.
 e. Both I and II are necessary to answer.

2. *What is the length of a running train?*

 I. The train crosses a man in 9 seconds.

II. The train crosses a 240 meter long platform in 24 seconds.

 a. I alone sufficient while II alone not sufficient to answer.

 b. II alone sufficient while I alone not sufficient to answer.

 c. Either I or II alone sufficient to answer.

 d. Both I and II are not sufficient to answer.

 e. Both I and II are necessary to answer.

Assignment 2 – The objective is to make the students understand about the fundamental concepts of business mathematics.

The following pie-chart shows the sources of funds to be collected by the National Highways Authority of India (NHAI) for its Phase II projects. Study the pie-chart and answers the question that follow.

Sources of funds to be arranged by NHAI for Phase II projects (in crores Rs.)

1. Near about 20% of the funds are to be arranged through

a) SPVS

b) External Assistance

c) Annuity

d) Market Borrowing

2. If NHAI could receive a total of Rs. 9695 crores as External Assistance, by what percent (approximately) should it increase the Market Borrowing to arrange for the shortage of funds?

a) 4.5%

b) 7.5%

c) 6%

d) 8%

3. If the toll is to be collected through an outsourced agency by allowing a maximum 10% commission, how much amount should be permitted to be collected by the outsourced agency, so that the project is supported with Rs. 4910 crores?

a) Rs. 6213 cr.

b) Rs. 5827 cr.

c) Rs. 5401 cr.

d) Rs. 5316 cr.

4. The central angle corresponding to Market Borrowing is

a) 52 degree

b) 137.8 degree

c) 187.2 degree

d) 192.4 degree

5. The approximate ratio of the funds to be arranged through Toll and that through Market Borrowing is

a) 2:9

b) 1:6

c) 3:11

d) 2:5

Assignment 3:- The following bar chart shows the composition of the GDP two countries (India and Pakistan).


Composition of GDP of Two Countries

1. If the total GDP of Pakistan is Rs. 10,000 crore, then a GDP accounted for by Manufacturing is ?

   a) Rs. 200 cr.

   b) Rs. 600 cr.

   c) Rs. 2,000 cr.

   d) Rs. 6,000 cr.

2. What fraction of India's GDP is accounted for by Services ?

   a) 6/33th

   b) 1/5th

   c) 2/3rd

   d) None of the above

3. If the total GDP of India is Rs.30,000 crores, then the GDP accounted for by Agriculture, Services and Miscellaneous is ?

   a) Rs. 18,500 cr.

   b) Rs. 18,000 cr.

   c) Rs. 21,000 cr.

   d) Rs. 15,000 cr.

4. Which country accounts for higher earning out of Services and Miscellaneous together?

    a) India

    b) Pakistan

    c) Both spend equal amounts

    d) Cannot be determined

5. If the total GDP is the same for both the countries, then what percentage is Pakistan's income through agriculture over India's income through Services?

a) 100 %

b) 200 %

c) 133.33 %

d) None of these

Assignment 4 Study the bar chart and answer the question based on it

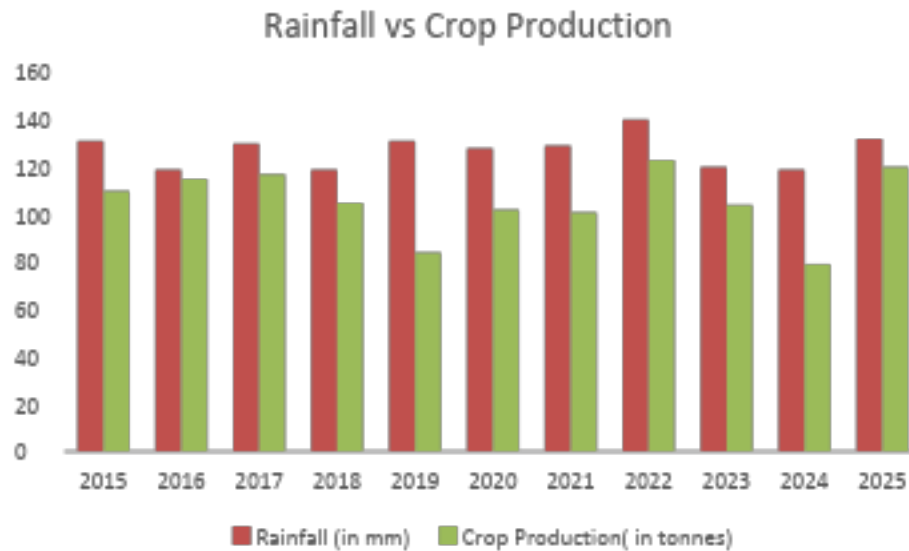Production of Fertilizers by a Company (in 1000 tonnes) Over the Years
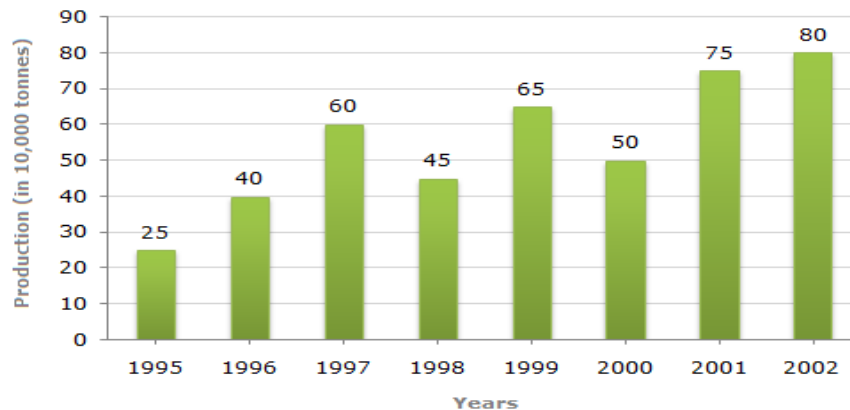
1. What was the percentage decline in the production of fertilizers from 1997 to 1998?

    a. 33(1/3) %

    b. 20 %

    c. 25 %

    d. 21 %

2. The average production of 1996 and 1997 was exactly equal to the average production of which of the following pairs of years?

    a. 2000 and 2001

    b. 1999 and 2000

    c. 1998 and 2000

    d. 1995 and 2001

3. What was the percentage increase in production of fertilizers in 2002 compared to that in 1995?

    a. 320 %

    b. 300 %

    c. 220 %

    d. 200 %

4. In which year was the percentage increase in production as compared to the previous year the maximum?

    a. 2002

    b. 2001

    c. 1997

    d. 1996

5. In how many of the given years was the production of fertilizers more than the average production of the given years?

    a. 1

    b. 2

    c. 3

    d. 4

Assignment 5 – Write the interpretation of the below graph (250 Words).

Rainfall vs Crop Production

Suggested Readings

1. Statistics for Management and Economics, Gerald Keller, 10e

2. Statistical Methods, S. P. Gupta and M.P. Gupta, Sultan Chand and Sons

3. Statistics for Management, Richard I. Levin, David S. Rubin, Masood H. Siddiqui, and Sanjay Rastogi

Youtube Links

1. https://www.youtube.com/watch?v=keLk7odKCsE&ab_channel=GateSmashers
2. https://www.youtube.com/watch?v=JVaKq-oJnFs&ab_channel=MichelvanBiezen
3. https://www.youtube.com/watch?v=o7F-tbBl_hA&ab_channel=UNDATABLE
4. https://www.youtube.com/watch?v=csXmVBw8cdo&ab_channel=Prof.RyanAhmed

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FUNDAMENTAL OF MANAGEMENT

ASSIGNMENT 1

Career planning is fundamental to professional success, as published by a 2023 Harvard Business Review (HBR) study indicating that individuals with organised career plans are 60% more likely to earn promotions and express greater job satisfaction. For example, consider Saheli, a marketing graduate who delineated her professional path early: she established short-term goals, such as mastering data analytics tools within six months, and long-term aspirations, including attaining the position of marketing director in ten years. By deconstructing her objectives into achievable steps—participating in workshops, networking with industry leaders, and pursuing mentorship—she attained a managerial position within five years, surpassing contemporaries who lacked strategic frameworks. In contrast, Jatin, a coworker lacking a definite plan, experienced stagnation, oscillating between positions without coherence to his abilities or ambitions. Saheli's story exemplifies how strategic planning enhances flexibility, allowing workers to foresee industry changes (such as AI integration in marketing) and to proactively acquire new skills. Furthermore, systematic planning alleviates career drift, ensuring that decisions—from job applications to advanced education—conform to personal beliefs and market requirements. Ultimately, career planning converts abstract aspirations into attainable objectives, enabling individuals to manage uncertainty, capitalise on opportunities, and construct meaningful, purpose-oriented professional lives.

Assignment Questions

Q1. Prepare a career planning chart for yourself, highlighting short-term and long-term planning, innovatively using a flow chart or vision board. Use the principles of SMART (Specific, Measurable, Achievable, Realistic, and Time-bound) while making the plans.

Q2. How is planning important for Indian corporations? explain using the real-life examples.

Further Readings: -

- https://hbr.org/2023/09/how-to-develop-a-5-year-career-plan
- https://www.michellegibbings.com/harvard-business-review-how-to-build-a-career-you-wont-hate

ASSIGNMENT 2

Management by Objectives (MBO), pioneered by Peter Drucker, is a goal-centric management methodology that synchronizes individual and team objectives with organizational aims via collaborative planning and quantifiable results. In MBO, managers and employees collaboratively establish clear, time-sensitive objectives (e.g., "Increase sales by 15% within six months"), providing clarity and shared accountability. The procedure has four essential steps: establishing organizational objectives, disseminating goals to departments and individuals, performing frequent progress evaluations, and recognizing accomplishments. By enabling employees to engage in goal setting, MBO cultivates ownership, motivation, and transparency, exemplified by organizations such as TechGrowth Innovations, where it enhanced revenue and interdepartmental collaboration. MBO's effectiveness depends on adaptability and transparent communication, as strict compliance with KPIs might hinder creativity, and changing priorities may necessitate revisions during the process. Despite issues such as laborious planning and an excessive focus on measurable outcomes, Management by Objectives (MBO) continues to be an effective mechanism for fostering alignment and responsibility in dynamic work environments, especially when used with agile methodologies to harmonise structure with flexibility.

1. Choose a company fictional or real
2. Select a management role (e.g., Marketing Manager, HR Manager, Financial Analyst, Data Analyst, and Operations Head) in a fictional or real company of their choice.

3. Use ChatGPT :

a) Ask ChatGPT to define MBO and explain the 4 steps in their own words.

b) Ask ChatGPT to help generate 2 organizational goals for their chosen company.

c) Then, prompt ChatGPT to break these down into SMART departmental or individual goals.

d) Ask ChatGPT how to measure progress and how to revise goals if market conditions change.(you may suggest changed conditions

e) Ask ChatGPT to suggest motivation/recognition strategies for employees who meet goals.

Examples of prompts to use (you may use your own prompts, but save the prompts somewhere for reporting)

- "Explain MBO in simple terms with an example for a marketing manager."
- "Help me create a SMART goal for increasing brand awareness."
- "How can I use to track this goal?"
- "How should I revise the goal if sales drop suddenly?"

(A prompt is the question or instruction you type into ChatGPT to get a response.Think of it like talking to a helpful assistant — whatever you say or ask is the prompt.)

Further Readings: -
- https://hbr.org/2003/01/management-by-whose-objectives

Submission Guidelines

A brief (1–2 page) document including:

1. The prompts you used with ChatGPT
2. The goals ChatGPT suggested
3. Your evaluation (what worked, what you did not like or would change)
4. A short reflection on how ChatGPT helped you understand MBO
5. Analyze and Reflect- review ChatGPT's responses and critically evaluate:

   a) Which suggestions were practical and realistic?
   b) What did ChatGPT miss or overemphasize?
   c) How would they modify the goals based on real-world understanding?

MARKETING

Objective :-To cultivate students' understanding of branding and marketing by encouraging them to explore the brands they interact with daily and apply foundational marketing concepts such as the 4Ps

Assignment 1

1. **Brand Hunt: Discovering the Brands in Our Daily Lives"**

Objective: To help students recognize the brands they use every day, understand brand influence, and develop awareness of consumer behavior and marketing strategies.

Observation (2 Days):

- Keep a log of all branded items you use throughout the day (e.g., toothpaste, phone, clothing, snacks, apps, transportation).
- Record the brand name, type of product, and time of use.
- Aim to list at least 15 different brands.

Analysis:

- Choose 1**5 brands** from your log.
- For each brand, research and answer:
    - When and where was the brand founded?
    - What is the brand known for?
    - Who is the target audience?
    - What is their key marketing message or slogan?
    - How does the brand influence your choice or behavior?

Present it in poster/infographic format.

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2. **Market My Favorite Product!"**

Objective: To introduce students to basic marketing concepts such as product, price, promotion, and place (4Ps), using a product they already like and understand.

Choose Your Product:

- Pick any product you like or use often (e.g., chocolate bar, shampoo, smartphone, soft drink, backpack).

Describe the Product Using the 4Ps of Marketing:

- **Product:**
  What is the product? What features does it have? What makes it special?
- **Price:**
  How much does it cost? Is it affordable or expensive? Why do you think it's priced that way?
- **Place:**
  Where can people buy this product? (e.g., supermarket, online store, mall)
- **Promotion:**
  Use your imagination and creativity! Design a basic ad for the product – can be a poster, drawing, slogan, or even a short jingle or script for a TV ad.

Assignment 2

1. Read through the following article:

https://brandequity.economictimes.indiatimes.com/news/marketing/marketing-in-2025-what-can-brands-do-differently/118403444

Prepare a summary of your observations for class interaction on-

· How are brands leveraging technology to enhance customer experiences?

· What are the potential benefits and challenges of using AI in marketing strategies?

2. Movie Title: *Rocket Singh: Salesman of the Year*

Watch the movie, and prepare points on the following for class discussion.

1. How does the film contrast ethical vs. profit-driven marketing?
2. How would Rocket Singh's strategies work in today's digital world?
3. Can small players still compete against big brands today? How?

Additional reading:https://www.hencove.com/blog/brand-wars-how-coca-cola-and-pepsico-make-their-branding-pop/ and think and write:

Can emotional branding outweigh product performance in long-term loyalty?

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BUSINESS COMMUNICATION

Communication is one of the most essential skills in today's times. Rated as the top most skill needed by any employee, effective communication is what makes you stand out from the others. Unfortunately, however, many students underrate this fundamental skill, until the time for placements hits them close.

Another misconception surrounding communication is the overemphasis on language. Indeed, good language usage is the backbone of effective communication. Nevertheless, one must treat communication as a bouquet of flowers of all kinds. So while it's important to have a strong grasp over language, it's equally important to work around other areas, like your posture, confidence, eye contact, tone, volume and pitch of voice, and of course, your smile! Thus, it won't be wrong to say that your communication is a direct reflection of your personality.

The Challenge & Its Solution

And now comes the most challenging part! A lot of you must be wondering how you can improve your communication skills that you so dearly want to work upon. Well, the key is simple:

Engage yourself in all the modules of all language building, and these are LSRW (Listening, Speaking, Reading & Writing). The idea is to immerse yourself in anything and everything! And the generation we are talking about here is the generation of the digital natives. So, you have a plethora of options and resources to choose from.

You could visit websites, watch videos, read blogs, listen to podcasts, attend virtual courses, look at vlogs and shorts, attend online meetings and connect and interact wherever and whenever you can. The sky is the limit! After engaging yourself with all aspects of communication, you will find in yourself an increased confidence and enthusiastic zest to take on the world.

Recommended Books

(Note: Read atleast two books from the given list. You will not only find them useful but also entertaining.)

1. How to win friends and influence people

Dale Carnegie

2. How to listen with Intention

Patrick King

3. Elite Communication Skills for Young Professionals

Ty Hoesgen

4. Active Listening Techniques

Nixaly Leonardo, LCSW

5. Reclaiming Conversation: The Power of Talk in a Digital Age

Sherry Turkle

6. Verbal Judo: The Gentle Art of Persuasion

George J. Thompson & Jerry B. Jenkins

7. Five Stars: The Communication Secrets to get from Good to Great

Carmine Gallo

Recommended Articles

(Note: Read all the given articles.)

https://www.linkedin.com/pulse/article-effective-communication-skills-sanjeev-s-snsacd/

https://economics.virginia.edu/news/best-ways-improve-your-communication-skills

https://www.helpguide.org/articles/relationships-communication/nonverbal-communication.htm

https://www.verywellmind.com/what-is-active-listening-3024343

Recommended Videos

(Note: Watch all the videos.)

https://www.youtube.com/watch?v=J2YHz-fW0HI

https://www.youtube.com/watch?v=srn5jgr9TZo

https://www.youtube.com/watch?v=65GbpVZTgAk

https://www.youtube.com/watch?v=1sfM-xx7tHI

Recommended Courses

(Note: Excellent short courses you can do from the comforts of your home. If you wish, you may choose any other course that you would like to join.

All the below listed courses are free.)

https://www.coursera.org/learn/finding-your-professional-voice   (9 hours)

https://www.coursera.org/learn/active-listening-enhancing-communication-skills   (4 hours)

https://www.udemy.com/course/effective-communications-skills-for-business/   (38 min of on-demand video)

Task 1

Write the summary, in about 250 words, of any book that you have read from the recommended list of books.

Task 2

Choose anyone article that you have read and write 5 of your key takeaways from that article.

Task 3

Answer the following for each video:

a. What's in the video that you found the most useful for you?

b. What's in the video that you found the least useful for you?

Task 4

Assess your strengths and weaknesses.

Use this table to help you.

Name:			

MY STRENGTHS

No.	Quality	Example (when you have or usually demonstrate the quality)	What can I do to be better at it?

MY WEAKNESSES

No.	Quality	Example (when you have or usually demonstrate the quality)	What can I do to overcome it and improve myself?

(Please be as fair and honest while filling the table. Your information will NOT be shared with anyone.)

Happy learning and discovering yourself! Enjoy the process!

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RETAIL MANAGEMENT

SECTION-A

ASSIGNMENT-1

Westside Retailing, a distinguished lifestyle and fashion retail brand within the Tata Group, has positioned itself as a frontrunner in India's organised retail sector by integrating affordability with luxury experiences. Renowned for its selections in clothing, accessories, and home furnishings, Westside aims at mid-to-upper-middle-class clientele with fashion-forward designs and reliable quality. The brand's success derives from its nimble supply chain, data-informed inventory management, and omnichannel approach, which integrates over 200 physical stores with a strong e-commerce platform. Programs like as the "Club West" loyalty initiative and seasonal promotions (e.g., holiday collections, sustainability-oriented "Green Label" items) augment customer involvement, while advancements like virtual try-ons and AI-generated recommendations demonstrate its responsiveness to digital trends. Despite competition from quick fashion behemoths and e-commerce platforms, Westside sustains its relevance by localised merchandising, immersive in-store designs, and an emphasis on value-oriented pricing. The challenges of reconciling offline customer traffic with online expansion and maintaining sustainable practices highlight the intricacies of contemporary retail; nonetheless, Westside's affiliation with Tata's tradition of trust establishes it as a robust contender in India's evolving retail environment.

Assignment Questions

Q1. Visit a nearby Westside store and provide a detailed note on the layout plan of various categories.
Q2. Compare the categories at the store and make a chart on the pricing strategies for the categories.

ASSIGNMENT 2

Reliance Retail, a subsidiary of Reliance Industries Limited, is the largest and most rapidly expanding retail chain in India, transforming the industry through innovation, scale, and technology. Boasting an extensive network of over 18,000 outlets in food (Reliance Fresh, Smart Bazaar), fashion (Trends, AJIO), electronics (Reliance Digital), and e-commerce (JioMart), it caters to millions of people every day. Utilising its parent company's digital ecosystem (Jio, Jio Platforms), Reliance Retail implements omnichannel strategies, providing seamless online-to-offline (O2O) shopping experiences. Initiatives such as "New Commerce" equip kirana stores with digital resources, while acquisitions (e.g., Future Group assets) and collaborations (e.g., Meta, Google) enhance its supremacy. Despite obstacles such as regulatory oversight and competition from international entities, Reliance Retail prospers by emphasising affordability, hyper-localization, and supply chain efficiency, solidifying its position as a revolutionary influence in India's retail sector.

Assignment Questions

Q1. Visit a nearby store for Reliance Retail and compare it with a local departmental store, in terms of layout, categories, and pricing.

Q2. Make a note on the growth strategies of Reliance Retail.

Suggested Readings:
- **https://www.retaildogma.com/category-management/**
- **https://competera.ai/resources/articles/category-management**

<u>**SECTION-B**</u>

Quantitative Techniques for Retail Management

(Fundamentals of Statistics and Business Mathematics)

Making decisions entirely on intuition is no longer sufficient in the increasingly data-driven retail environment of today. Retail managers need to:

➢ Look into how customers behave, details about inventory, and sales trends.
➢ Enhance supply chains, pricing policies, and store designs.
➢ To minimize expenses and raise service standards, apply quantitative techniques.

QT plays a vital role for providing must have data handling skills especially in areas like store operations, merchandising, logistics, and marketing analytics etc.

By the end of this pre-induction module, students will be able to:

1. Understand the basic role of numbers and logic in retail decision-making.
2. Get familiar with key quantitative concepts (percentages, averages, ratios, and graphical representations used, etc.).
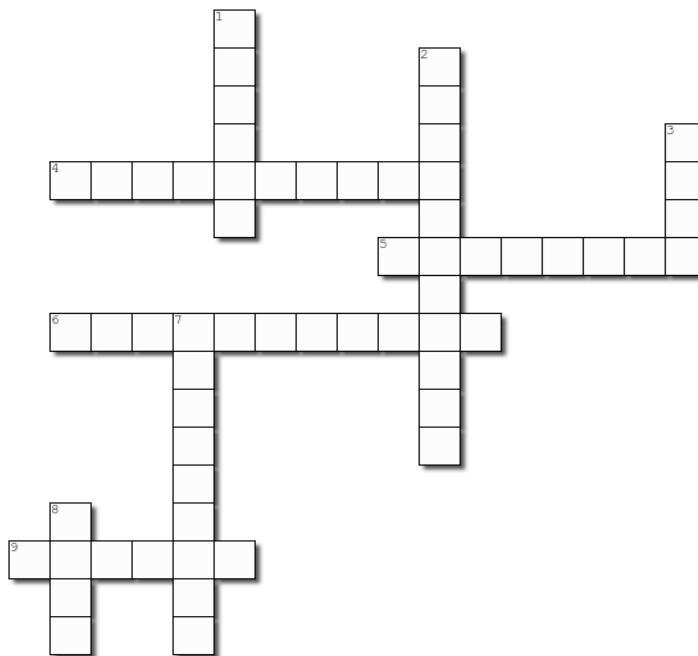3. Build confidence to engage with more advanced QT topics in the PGDM – Retail curriculum.

Assignment 1: **Crossword Puzzle**

Objective1: To get familiar with key quantitative concepts (percentages, averages, ratios, basic probability, etc.).

Crossword Puzzle: Fundamentals of Statistics and Business Mathematics

Complete the crossword puzzle below

Across

4. Numerical representation of a part of a whole, often out of 100
5. A number that indicates how spread out data is.
6. A branch of mathematics dealing with chance.
9. The middle value in a sorted dataset.

Down

1. A data collection tool used in statistics.
2. Predicting future values based on past data
3. The value that appears most frequently in a dataset.
7. Graphical representation of data using bars.
**8.** Measure of central tendency, also called the average

Objective 2: Recognize retail scenarios where quantitative techniques are applied

Assignment 2: Case Study: Zara Mart – Using Quantitative Techniques in Retail

Zara Mart, a mid-sized multi product retail store in Pune, is managed by Priya, who believes that data-driven decisions can improve profitability. She uses basic quantitative techniques to make operational decisions on sales, inventory, customer service, and promotions.
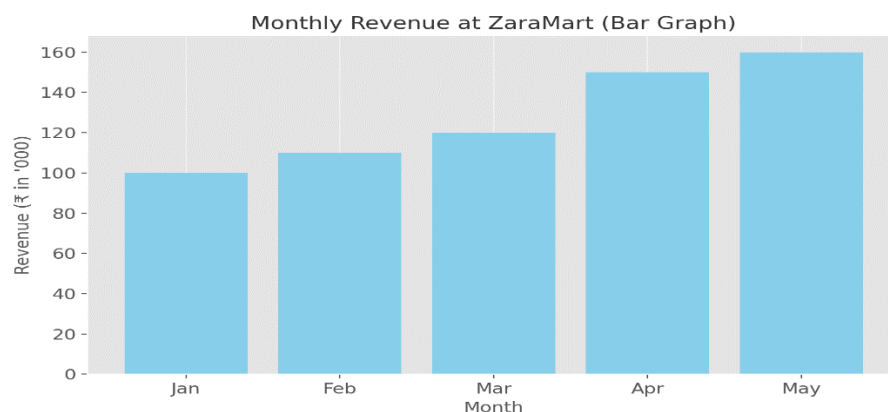
Help her to find solutions to basic applications of quantitative techniques in Retail Management.

Graph 1: Shampoo Sales over the Week
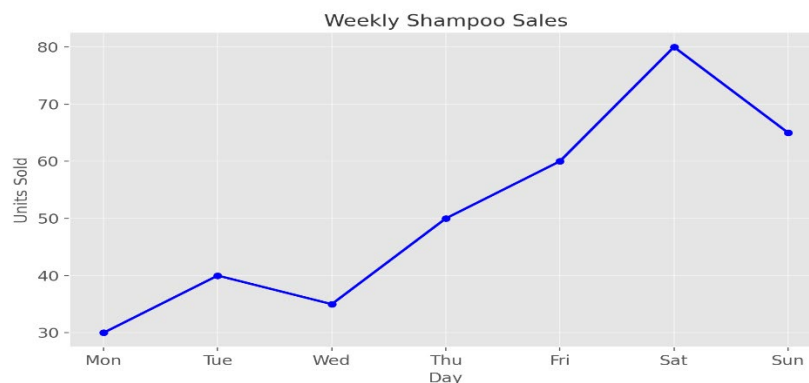
i: Calculate the **average daily sales** of shampoo bottles.
ii: On which day were the sales **highest and lowest**?
iii: What is the **range and standard deviation** of the weekly sales?

Graph 2: Monthly Revenue (₹ in '000)

iv: Calculate the **percentage growth** from March to April.

Table 1: Study the following table of Annual Expenditures of Zara Mart (in Lakh Rupees), *(All figures are for end-of-financial-year reporting.)* **and answer the questions based on it.**

Year	Staff Salary	Store Utilities	Seasonal Discounts	Marketing	Taxes
2020	250	80	12.0	30.0	60
2021	270	95	14.5	42.0	75
2022	290	89	11.0	39.0	68
2023	310	102	13.0	48.0	72
2024	350	115	15.5	55.0	85

v.   If the total expenditure in 2025 is projected to increase by 10% over 2024, estimate the expected expenditure in 2025.

vi.   Which component of expenditure showed the most consistent year-on-year growth? Justify briefly.

Case-Based MCQs

During a festive sale, they recorded revenue generated from various product categories in clothing. The pie chart below shows how the total sales revenue of ₹10,00,000 was distributed across five major categories.

Sales Revenue Distribution during Festive Sale

Categories:

- Men's Wear
- Women's Wear
- Kids' Wear
- Footwear
- Accessories
- Total Revenue = ₹10,00,000

Sales Revenue Distribution During Festive Sale
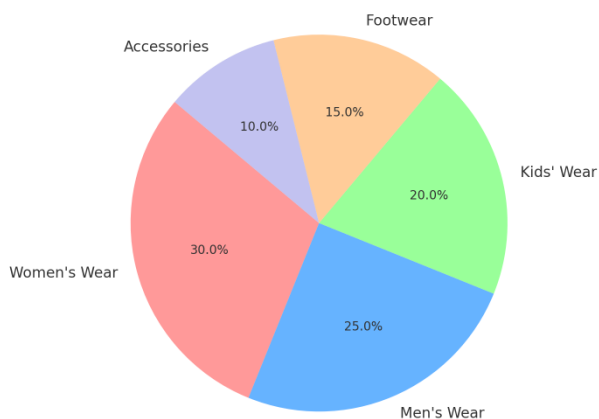
Graph 3

Q7. If the revenue from **Women's Wear** is ₹3,00,000, then the **combined revenue from Men's Wear and Kids' Wear** is:
a. ₹4,50,000
b. ₹4,25,000
c. ₹5,00,000
d. ₹3,75,000

Q8. What **percentage of total revenue** is generated from **Footwear and Accessories** together?
a. 10%
b. 25%
c. 20%
d. 15%

Q9. If the **revenue from categories other than Women's and Men's wear** is ₹4,50,000, then the **revenue from Kids', Footwear and Accessories combined** is:
a. ₹2,00,000
b. ₹2,50,000
c. ₹4,00,000
d. Cannot be determined

Q10. If next year the **revenue from Men's Wear doubles**, while other categories remain the same, what would be the **new percentage share** of Men's Wear in the total revenue?
a. 33%
b. 40%
c. 50%
d. 60%

Suggested Readings
1. Statistics for Management and Economics, Gerald Keller, 10e
2. Statistical Methods, S. P. Gupta and M.P. Gupta, Sultan Chand and Sons
3. Statistics for Management, Richard I. Levin, David S. Rubin, Masood H. Siddiqui, and Sanjay Rastogi

YouTube Links
1. https://www.youtube.com/watch?v=keLk7odKCsE&ab_channel=GateSmashers
2. https://www.youtube.com/watch?v=JVaKq-oJnFs&ab_channel=MichelvanBiezen
3. https://www.youtube.com/watch?v=o7F-tbBl_hA&ab_channel=UNDATABLE
4. https://www.youtube.com/watch?v=csXmVBw8cdo&ab_channel=Prof.RyanAhmed