

Scheme of Examination for Masters in Retail Management

Semester-I					
Paper No.	Paper Code	Nomenclature of the Paper	Contact Hours	Max. Int.Ass.	Marks External
1.	MRM-01	Basics of Retail Management	50	20	80
2.	MRM -02	Retail Institutional Framework	50	20	80
3.	MRM -03	Strategic management	50	20	80
4.	MRM -04	Retail Marketing	50	20	80
5.	MRM -05	Retail Business Legal Framework	50	20	80
6.	MRM -06	Accounting for Retail Houses	50	20	80

Comprehensive Viva-Voce: 50

Semester-II

7.	MRM -07	Retail Targets and Location	50	20	80
8.	MRM -08	Retail Organisation and Resource Management	50	20	80
9.	MRM -09	Operations And Merchandise Management for Retailers	50	20	80
10.	MRM -10	E-Retailing	50	20	80
11.	MRM -11	Mall-Management	50	20	80

Training Report (50 viva-voce + 50 evaluation) 100

Comprehensive Viva-Voce: 50

Semester-III

12.	MRM-12	Retail Operations and	50	20	80
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Store Management

13.	MRM-13	Customer Service and Relationship management	50	20	80
14.	MRM-14	Retail Shopper Behavior	50	20	80
15.	MRM-15	Retail Advertising and Sales Promotion	50	20	80
16.	MRM-16	Retail Logistics and Supply Chain Management	50	20	80
17.	MRM-17	IT Applications in Retailing	50	20	80

Comprehensive Viva-Voce: 50

Semester-IV

18.	MRM-18	Presentation Skills Workshop	50		100
19.	MRM-19	Personality Development and Soft Skills Workshop	50		100
		3 Months Training in a Retail House			
20.	MRM-20	Training Report Evaluation +Viva-Voce			200+100
		Comprehensive Viva-Voce			50

Creation of Study Centres

The Director, DDE is authorized to create Study Centres for MRM Distance Mode all over the country or abroad as per the University policy. While creating the study centres care should be taken that the proposed study centre must fulfill the following conditions:

1. The Study Centres must be created only in those cities and towns where students can have access to retail stores/outlets.
2. Location of the study centre must be convenient and accessible.
3. Study Centre must be a formal institute build for imparting formal education. It must not be located in a residential area or in a residential premises.
4. The Study Centre must have a tie up with some retail store or retail outlet or some retail house where students can be given practical exposure.
5. The Study Centre Must have a covered area of approximately 1500 sq meters divided into class rooms, computer labs, library, faculty rooms, Director's Room, Public Conveniences etc.
6. The Study Centre must have at least one class room exclusively for MRM and 7 computers. It must have at least one full time teacher to teach MRM students. It must have the required softwares and printers. It must have high speed internet connection and a scanner.
7. The Study Centre must have at least 100 books on retail in the library and at least one Journal on any area of retail.
8. The Study Centre must have sufficient dust proofing and air conditioning facilities.

Inspection Proforma

The Inspection Proforma as is developed for IT and Management Programmes can be used for conducting inspection for MRM Programme.

Processing Fee for the Creation of Study Centres and One Time Refundable Security

\Those who are desirous of taking MDU Study Centre for MRM are required to pay one time processing fee of Rs.50,000 + Rs 10,000 refundable security. The refundable security may be exempted for the existing Study Centres of the University.

Examination and Admissions

Admission to MRM Programme may be made twice a year in line with the IT and Management Programmes. Similar pattern of examination and results shall be applicable to MRM Programme as well.

Study Material

The HOD Commerce shall recommend a list of books to be purchased and supplied to the students of MRM. The HOD Commerce/Director DDE may also get the study material developed internally or by hiring an external agency. The procurement and the payments etc for the same shall be taken care by the Director, DDE.