



Indira Gandhi  
National Open University  
School of Management Studies

**BRLT-09**  
**On the Job Training (OJT)**  
**and Viva-Voce**

# **WORKBOOK**

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## ON THE JOB TRAINING and VIVA-VOCE

A Workbook has been prepared specifically for the students of BBA retailing. The contents of the Workbook will take you step by step into all aspects of retailing. It is necessary for you to go into course content in detail in each of the units supplied to you and understand what it means and write activities given in the study material. The purpose is to make you to acquire knowledge pertaining to retail before you are actually placed with a Retail Outlet for working and acquiring skills in retailing.

You will be writing your Workbook based on the Internship of I<sup>st</sup> year and study materials for 1<sup>st</sup> & II<sup>nd</sup> year. You should further visit Retail Store to collect additional information and update your knowledge. You will be writing the Workbook periodically and, if necessary, seek the guidance of your counsellor.

The university will conduct a viva-Voce examination after submission of the Workbook by the learners. The date for Vive-Voce will be informed to you by the concerned Regional Centre.

### OBJECTIVES

This Workbook aims at giving opportunities to the students to write down their practical learning experiences at the Store. This Workbook is also a kind of think tank where the students can reflect their abilities and talents (to hone their skills further) along with the limitations which can be worked upon to excel in their respective career in retail sector. It gives an opportunity to the students to be creative in presenting their experiences.

### GUIDELINES FOR WRITING THE WORKBOOK

**Workbook reflects your application of the knowledge in the Retail field therefore you are required to visit a store, work in a store and interact with few customers as well as with work force at various levels to acquire the practical insight of retail operations.** You should consider following points while preparing the Workbook.

1. You must study the relevant course materials for the preparation of the Workbook.
2. You should recollect your I<sup>st</sup> year BBA Internship learning experience.
3. You must visit nearby Retail Store to collect additional information and update your knowledge.
4. You must write your Workbook in your own language.
5. You should cover all the relevant points in the Workbook.
6. You should write relevant examples in the Workbook.
7. You may include pictures, diagrams, charts, tables, etc. to explain the theme of your Workbook.
8. You should observe carefully the unique features of each operation of the Retail Store and write them in your Workbook.
9. You should visit several Retail Stores to compare the operations of one store with other stores.
10. You should examine/observe/analyse each operation of the store critically.
11. You should identify the problems of each section of the Retail Store.
12. You should suggest the measures for smooth operations of the Retail Store.
13. You should write your overall experience of the Retail Store.
14. You must write each question of all the modules of the Workbook. Your Workbook must be complete in all respect.
15. You are advised to keep a photocopy of your Project Report/Workbook being submitted at the regional centre. The duplicate/photocopied Project Report/Workbook must be brought at the time of Viva Voce. The dates of the Viva Voce will be informed to you by your concerned regional centre in due course, after submission of your report.

**Module 1**  
**An Introduction of the Organisation/  
Retail Store**

## Module 1

### **An Introduction of the Organisation/Retail Store**

Write down an introduction of the Company/ Retail Store in which you have worked/ visited in brief mentioning its history, service proposition, merchandise mix, perception amongst customers in the market, competitors etc.

Write down about the Organization/ Retail Store, you have visited/worked.

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Write a note on various departments/sections of the Retail Store where you have visited /worked.

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List out the product lines of the Organization/ Retail Store.

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Perception among the customers about the Company/ Retail Store:

Write down your own views regarding company's/ Store's image while interacting with various customers.

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Write down your own perception about the Retail Store and compare it with the other leading stores in that area.

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**Module 2**  
**Buying and Merchandising**

## Module 2

### Buying and Merchandising

Write down your own observations about the first impression of the merchandise mix of the Store and unique things that you observed in the merchandise mix.

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Write a brief note on the merchandise line and merchandise mix that is offered by the Retail Store to its customers.

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Write down the process of buying the merchandise in the Store.

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State the steps that are used in the buying system of the Store.

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How is Assortment Plan Prepared in the Store?

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How does the Store manage its brand name?

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Critically analyse the category management process of the Retail Store. Give your suggestions for further improvements.

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Does the Store forecast its sale? If yes, which method does it use to forecast sales? If no, which method will you suggest and why?

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Analyse the process of annual budgeting of the Retail Store. What will you suggest for better budgeting?

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Write down the components that Store considered while preparing the merchandise plan.

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Does the Store analyse the performance of inventory? If yes, how does it analyse and if no, which techniques will you recommend for analyzing the inventory performance?

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Write down the pricing methods which are practiced by the Store. Does the store have any unique pricing methods in comparison with its competitors? If yes, list them , if no, which methods do you think are suitable for the Store.

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Write down the process of vendor selection of the Store.

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Write down your own observations about the quality of the merchandise of the Store.

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Does the Store practice vendor evaluation parameters? Narrate your own observation.

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**MEASURING PROFITABILITY OF THE STORE**

Provide the following details (last financial year).

- Inventory at the beginning and at the end of the year.
- Average Inventory
- Inventory Turnover
- Cost of goods sold
- Net Sales
- Conversion level (how many customers bought) as %.

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Compare the merchandise of the Store with the other stores.

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Your suggestions to improve the buying and merchandising system of the Retail Stores.

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**Module 3**  
**Store Operations**

### **Module 3**

## **Store Operations**

Write down your observations regarding the overall Store operations.

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List out the types of customers generally visited to the Retail Store.

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Does the store segment its customers? If yes, on what bases Store segments its customers and if no, what bases will you suggest to store for customer segmentation?

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List out the customers loyalty programs of the Retail Store. Which programme, in your opinion, is the most effective loyalty programme.

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Examine the location of the Store site on the factors such as:

- 1) Visibility of the Store
- 2) Placement in the Location
- 3) Availability of Transport
- 4) Presence of other Store

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Give your suggestions to improve the customer services and service recovery system of the Store.

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Write down your observations regarding visual merchandising of the Store.

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Compare Store's visual merchandising effectiveness with other stores.

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What is the Gross Margin Return On Floor Space (GMROF) of the Retail Store.

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List out the assets of the Store as per their classification.

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What is the average transaction size of the Store.

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List out the devices which are used by the Store at cash counter or Point-of-Sale.

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Write down the promotion mix of the Store. Which component of the promotion mix do you observe the most effective for the store?

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Compare the promotion mix of the Store with the competitors' promotion mix.

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**Module 4**  
**Human Resources**

## Module 4

### Human Resources

Share details of human resources of the Retail Store with their job profile.

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Write down your observations about product knowledge of sales staff of the Retail Store.

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Write down your critical observation about the behavior and functioning of Retail Store Manager.

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Do you think that Store have sufficient manpower to deal with the customers? Give your suggestions for better manpower planning to the Store.

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List out the sources from where Stores recruit its employees.

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Write down the employee selection process of the Retail Store.

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Does the Store initiate any induction programme for its newly recruited employees and what components it covers in the induction programme?

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Does the Store organize trainings for its employees? If yes, which types of trainings are given to employees and if no, what will you suggest to the Store?

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List out the methods of training used by the Store to train its employees.

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Write down the process of performance appraisal of the Store.

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Does the Store prepare performance report of the employees. If yes, narrate the process.

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**Module 5**  
**Overall Experience**

## Module 5

### Overall Experience

Write down your overall experience on the following variables:

- Store operations
- Merchandising
- Bill section
- Store display
- HR management

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Share your experience regarding attempts to handle a fussy customer and help him/her in purchase decision. Quote few specific incidences.

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Write down your overall experience of on the job training/observations.

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