

From

Jameela M K  
The Head of the Department  
Department of B Voc Retail Management  
MES Keveeyam College, Valanchery

To

The principal  
MES Keveeyam College, Valanchery

Sir,

Sub: Request for the Approval of Certificate Course

The Department of B Voc Retail Management is planning to conduct a Certificate Course on  
**"Store display and Customer Service"** KVM/CC/RET/22-23/02 of 30 hours duration for  
the second year UG students. So kindly grant permission for the same.

Thanking you

Yours faithfully,

Jameela M. K

Place: Valanchery

Date: 29/06/2022

  
**SHAJID P P**  
ASSISTANT PROFESSOR  
IN CHARGE OF PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676 552

  
**ASSISTANT PROFESSOR & HOD**  
**Dept. of Retail Management**  
**MES Keveeyam College**  
**Valanchery-676 552**

From

Jameela M K  
Head of the Department  
MES Keveeyam College, Valanchery

To

The principal  
MES Keveeyam College, Valanchery

Sir,

Sub: Request for the Approval of Board of Studies for the Certificate Course

The following academicians may be included in the Board of Studies for the Short-Term Course on "**Certificate Course in Store Display & Customer Service**" KVM/CC/RET/22-23/02 to be conducted by the Department of BVoc Retail Management with these members.

- 1.Dr. Saleena E.C. Assistant Professor, Department of Commerce, Ambedkar College of Arts & Science, Vandoor
- 2.Jameela M.K HOD, Department of B .Voc Retail Management, MES Keveeyam College Valanchery
- 3.Ameenudheen K. P Assistant Professor, Department of B. Voc Retail Management, MES Keveeyam College Valanchery
- 4.Ajeesha Parveen, Assistant Professor, Department of B. Voc Retail Management, MES Keveeyam College Valanchery

Thanking you

Yours faithfully

Place: Valanchery

Date: 30/06/2022

  
**SHAJID P P**  
ASSISTANT PROFESSOR  
IN CHARGE OF PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
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**ASSISTANT**  
**Dept. of Retail Management**  
**MES Keveeyam College**  
**Valanchery-676 552**



# MES KEVEEYAM COLLEGE VALANCHERY

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principal@meskeveeyamcollege.ac.in

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ISO 9001:2015 certified institution

## Proceeding of the Principal, MES Keveeyam College Valanchery dated 01/07/2023

**Present: SHAJID P P**

**Sub: Certificate Course**

**Ref: (1) (1) Request from the head of Department of Retail Management Dated 29-06-2022**  
**(2) Minutes of the Board of Studies Meeting for approval of the syllabus Dated 30-06-2022**

### ORDER

As per reference cited (1) above JAMEELA M K (Head, Department of Retail Management) has requested permission to conduct a certificate course on “ **Store Display & Customer Service**” KVM/CC/RET/22-23/02.The course is meant for second year UG students and scheduled for 3 months duration. In the same letter he has requested to constitute a board of studies for the course with the following members.

- 1.Dr. Saleena E.C. Assistant Professor, Department of Commerce, Ambedkar College of Arts & Science, Vandoor
- 2.Jameela M.K HOD, Department of B .Voc Retail Management, MES Keveeyam College Valanchery
- 3.Ameenudheen K. P Assistant Professor, Department of B. Voc Retail Management, MES Keveeyam College Valanchery
- 4.Ajeesha Parveen, Assistant Professor, Department of B. Voc Retail Management, MES Keveeyam College Valanchery

Sanction is hereby accorded to Department of Retail Management to conduct a certificate course on **Store Display & Customer Service**”. The board of studies for the course is constituted with the members listed above.

#### Copy to:

- 1.HOD, Department of Retail Management
- 2.File

SHAJID P P  
Principal In Charge  
SHAJID P P  
ASSISTANT PROFESSOR  
IN CHARGE OF PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676 552






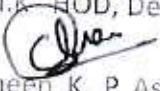
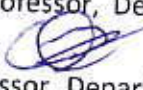

## Minutes of Board of Studies Meeting

Date: 30/06/2022

Time: 2:00 PM

Venue: Department of Retail Management

### Attendees

1. Dr. Saleena E.C, Assistant Professor, Department of commerce, Ambedkar College of Arts & Science, Vandoor 
2. Jameela M.K - HOD, Department of B. Voc Retail Management, MES Keveeyam College Valanchery 
3. Ameenudheen K. P Assistant Professor, Department of B. Voc Retail Management, MES Keveeyam College Valanchery 
4. Ajeesha Parveen, Assistant Professor, Department of B. Voc Retail Management, MES Keveeyam College Valanchery 

### Agenda

1. Introduce the importance of Certificate Course – HOD introduced the Certificate Course, its importance, and students' better
2. Syllabus discussion – schedule total hours for complete
3. Discussed about the Practical Output.

### Decisions


1. Decide to conduct a certificate course on store display & customer service
2. Detailed syllabus discussed.
3. Ensure Practical knowledge on the same
4. Create a request letter, getting approval from the Principal.

### Action Item

1. Jameela M.K - structuring syllabus
2. Ameenudheen K P - Provide necessary guidance and arrangements for practical experience
3. Ajeesha Parveen - Time table & Certificate arrangements are handled.

Minutes Recorded by: Jameela M.K

These minutes will be circulated to all committee members for their reference & review

  
SHAJID P.P  
ASSISTANT PROFESSOR  
IN CHARGE OF PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, Pin 676 552

  
ASSISTANT PROFESSOR & HOD  
Dept. of Retail Management  
MES Keveeyam College  
Valanchery-676 552

**DEPARTMENT OF RETAIL MANAGEMENT, MES KEVEEYAM COLLEGE,  
VALANCHERY**

**CERTIFICATE COURSE 2022-2023**

**STORE DISPLAY & CUSTOMER SERVICE (KVM/CC/RET/22-23/02)**

**Credit-3**

**30 hours**

**Objectives**

- To Provide in-depth exposure in store display
- To aid the students in understanding consumer behaviour and sales
- To guide students in dealing with store displays and maintain customer relation

**Outcomes**

- Effective presentation of store items.
- To gain practical experience in stores display.

**Course Contents**

- Theory: 10 Hrs.
- Practical: 20 Hrs.

**Scheme of evaluation**

- |                       |            |
|-----------------------|------------|
| • Written Examination | : 30 marks |
| • Practical           | : 20 marks |
| • Total               | : 50 marks |

A Grade: 80% and above, B Grade: 60 – 79%, C Grade: 40 – 59%, below 40% D Grade

  
**SHAHEED P P**  
ASSISTANT PROFESSOR  
IN CHARGE OF PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676 552

  
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**DEPARTMENT OF RETAIL MANAGEMENT, MES KEVEEYAM COLLEGE,  
VALANCHERY**

**CERTIFICATE COURSE 2022-2023**

**STORE DISPLAY & CUSTOMER SERVICE (KVM/CC/RET/22-23/02)**

**SYLLABUS**

**Module 1**

**Store Display and Visual Merchandising:** Prepare to display products- Label displays of products- Arrange and maintain products for display- Interpret design briefs for retail displays- Identify merchandise and props to be featured in retail displays.

**10 Hours**

**Module 2**


**Understanding consumer buying behavior and retail sales:** Demonstrate products to customer- Help customers choose right products- Provide specialist support to customers to facilitate purchase- Help in maximizing product sales and participate in product promotions.

**10 Hours**

**Module 3**

**Customer Experience Management:** Help customers identify the products for purchase- Provide information on variants of products and help customers make buying decisions.- Enable customers to make appropriate product choices- Ensure that customers fulfill their purchase process smoothly from start to billing- Apply the elements of effective Communication while interacting with Customers and other stakeholders.

**10 Hours**

  
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Keveeyam College  
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**MES KEVEEYAM COLLEGE VALANCHERY**  
**DEPARTMENT OF B.Voc Retail Management**  
**TIME TABLE FOR CERTIFICATE COURSE (01/07/22 TO 19/09/22)**

Sl. no.	Date	Day	Name of the faculty engaging the class	Time
1.	4/7/22	Monday	Ajeesha Parveen	3.30-4.30
2.	6/7/22	Wednesday	Jameela M K	3.30-4.30
3.	8/7/22	Friday	Jameela M K	3.30-4.30
4.	11/7/22	Monday	Jameela M K	3.30-4.30
5.	13/7/22	Wednesday	Jameela M K	3.30-4.30
6.	14/7/22	Friday	Jameela M K	3.30-4.30
7.	18/7/22	Monday	Ajeesha Parveen	3.30-4.30
8.	20/7/22	Wednesday	Jameela M K	3.30-4.30
9.	22/7/22	Friday	Jameela M K	3.30-4.30
10.	1/8/22	Monday	Jameela M K	3.30-4.30
11.	3/8/22	Wednesday	Jameela M K	3.30-4.30
12.	5/8/22	Friday	Jameela M K	3.30-4.30
13.	8/8/22	Monday	Jameela M K	3.30-4.30
14.	10/8/22	Wednesday	Jameela M K	3.30-4.30
15.	12/8/22	Friday	Jameela M K	3.30-4.30
16.	15/8/22	Monday	Jameela M K	3.30-4.30
17.	17/8/22	Wednesday	Ajeesha Parveen	3.30-4.30
18.	19/8/22	Friday	Jameela M K	3.30-4.30
19.	22/8/22	Monday	Jameela M K	3.30-4.30
20.	24/8/22	Wednesday	Jameela M K	3.30-4.30
21.	26/8/22	Friday	Jameela M K	3.30-4.30



**SHAJID P P**  
 ASSISTANT PROFESSOR  
 IN CHARGE OF PRINCIPAL  
 M.E.S KEVEEYAM COLLEGE  
 VALANCHERY, PIN 676 552



**ASSISTANT PROFESSOR & HOD**  
 Dept. of Retail Management  
 MES Keveeyam College  
 Valanchery-676 552

22.	29/8/22	Monday	Ajeesha Parveen	3.30-4.30
23.	31/8/22	Wednesday	Ajeesha Parveen	3.30-4.30
24.	5/9/22	Friday	Ajeesha Parveen	3.30-4.30
25.	7/9/22	Monday	Ajeesha Parveen	3.30-4.30
26.	9/9/22	Wednesday	Ajeesha Parveen	3.30-4.30
27.	12/9/22	Friday	Ajeesha Parveen	3.30-4.30
28.	14/09/22	Monday	Ajeesha Parveen	3.30-4.30
29.	16/09/22	Wednesday	Ajeesha Parveen	3.30-4.30
30.	19/9/22	Friday	Jameela M K	3.30-4.30

Jameela M K - 19 hourr

Ajeesha parveen - 11 hour




**ASSISTANT PROFESSOR & HOD**  
**Dept. of Retail Management**  
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**VALANCHERY, PIN 676 552**





Name: .....

Roll. No.....

**MES KEVEEYAM COLLEGE VALANCHERY**  
**DEPARTMENT OF B.Voc RETAIL MANAGEMENT**

**CERTIFICATE COURSE 2022-2023**

**STORE DISPLAY & CUSTOMER SERVICE (KVM/CC/RET/22-23/02)**

**Time : 2 HOUR**

**Maximum Marks: 50**

Answer all questions

1. What is the general merchandising planning software?
2. What are the ways to improve retail store display?
3. What is grid store layout? Explain its merits and demerits?
4. How to enable customers to make appropriate product choices?
5. What is store layout? Explain the different store layout?
6. What is the difference between customer service and customer support?

(6\*5)

**PART B**

Answer any one question

(1\*20)

7. Demonstrate products to customers and help the customers to choose the right products?

**OR**

8. How would you handle a situation with a customer who has already met with several representatives and has not had their problem resolved?


*Shajid P.P.*

SHAJID P.P.  
ASSISTANT PROFESSOR  
IN CHARGE OF PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 670 002



**MARK LIST****THIRD SEMESTER B.VOC 'RETAIL MANAGEMENT'****NAME OF COURSE: Certificate Course in Store Display and customer service****Name of college/institution /Centre: MES KVM COLLEGE, VALANCHERY, MALAPPURAM****Date of commencement of exam:3-03-2023**

SL No	Reg No	Name	Marks(50)
1	KVAVBVR001	BINCIYA SHERIN. EP	45
2	KVAVBVR002	HASNA SHERIN. U	46
3	KVAVBVR003	NITHA	36
4	KVAVBVR004	SHAHABANA .M	36
5	KVAVBVR005	SHANA SHERIN .P	48
6	KVAVBVR006	SHEREENA ABOOBACKER. V	40
7	KVAVBVR007	THABSHEERA .KK	42
8	KVAVBVR008	AMAL MOHAN .PM	45
9	KVAVBVR009	ATHULRAM .AV	45
10	KVAVBVR010	BADUSHA. K	45
11	KVAVBVR011	JITHIN KRISHNA. P	40
12	KVAVBVR012	MOHAMED ASHIQ. P	41
13	KVAVBVR013	MOHAMMED FARIS. KP	47
14	KVAVBVR014	MOHAMMED FAWAZ. TP	45
15	KVAVBVR015	MOHAMMED HIFNAS. KV	45
16	KVAVBVR016	MOHAMMED SHIBILI. TP	41
17	KVAVBVR017	MUHAMMED DILSHAD.K	36
18	KVAVBVR018	MUHAMMED HAFEEF .TP	37
19	KVAVBVR019	MUHAMMED MUSAMMIL .V	35
20	KVAVBVR020	NASEEF SHAHABAN .KT	35
21	KVAVBVR021	NAVAF MUHAMMED ALI. KP	35
22	KVAVBVR022	PAVIN KRISHNAN. A	36

  
**SHAHEED P P**  
ASSISTANT PROFESSOR  
IN CHARGE OF PRINCIPAL  
MES KVM COLLEGE  
VALANCHERY, PIN 676 505

23	KVAVBVR023	SALMANUL FARIS .KK	34
24	KVAVBVR024	SUJIN .BV	30

Place:

Date:

*[Signature]*



**ASSISTANT PROFESSOR & HOD**  
 Dept. of Retail Management  
**MES Keveeyam College**  
**Valanchery-676 552**

*[Signature]*

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**Certificate**

This is to certify that

KVM/CC/22-23/

Binciya Sherin E.P

has successfully completed the certificate course on "Store Display and Customer Service" conducted by the Department of B.Voc Retail Management, MES

Keveeyam College, Valanchery during the period 2022-23.

Klinee

CO-ORDINATOR

[Signature]

HEAD OF DEPARTMENT

[Signature]

Dr. K.P. VINOD KUMAR  
PRINCIPAL





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KVM/CC/22-23/

Hasma Sherin. V

has successfully completed the certificate course on "Store Display and Customer Service" conducted by the Department of B.voc Retail Management, MES

Keveeyam College, Valanchery during the period 2022-23.

*Hasma*

CO-ORDINATOR

*Dr. K.P. Vinod Kumar*

HEAD OF DEPARTMENT

Dr. K.P. VINOD KUMAR  
PRINCIPAL

