



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

**ERODE – 638 107**

## DEPARTMENT OF COSTUME DESIGN AND FASHION VALUE ADDED COURSE (2020-2021)

### 20VCDBM – BOUTIQUE MANAGEMENT – REPORT

Name of the Value Added Course	<b>BOUTIQUE MANAGEMENT</b>
Course code	<b>20VCDBM</b>
Course Coordinator	<b>Ms.A.Deepikapriya</b> Assistant Professor/CDF
Date	Starting Date: 17.06.2020    Ending Date:08.01.2021
Duration of the Course	40 Hours
Total participants Enrolled	52
Successfully Completed	50
Type of Assessment	Objective and Descriptive
Course Outcome	On Completion of this course the students will be able to
Outcome Attainment	52 out of 36 students score 60% and above

#### Feedback Question Analysis–Questions Asked

The course contents of the Value Added Course met with your expectations	I was technically prepared for this class
The course exposed you to new knowledge and practices	I was academically prepared for this class
The online class materials were useful and informative	The instructors encouraged interaction and were helpful
The teaching aids were effectively used in the online course	The class increased my knowledge and interest in the subject matter
The technology used was appropriate for this online class	Rate the usefulness of the online mode of Value Added Classes during this lockdown period



**Dr. N. RAMAN**  
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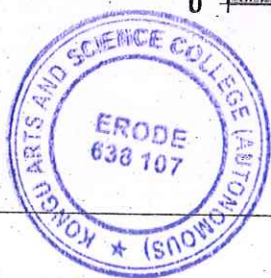
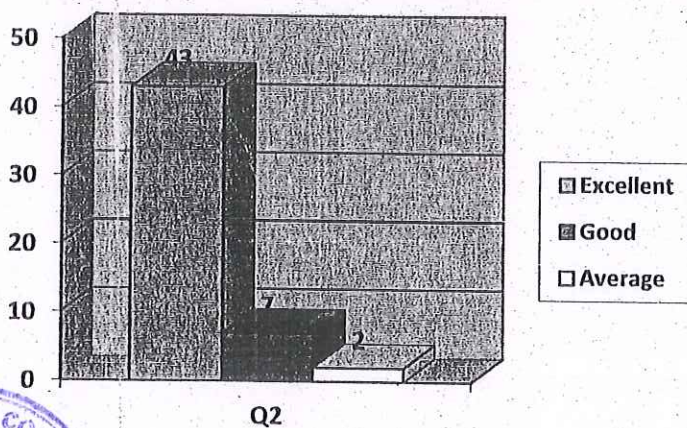
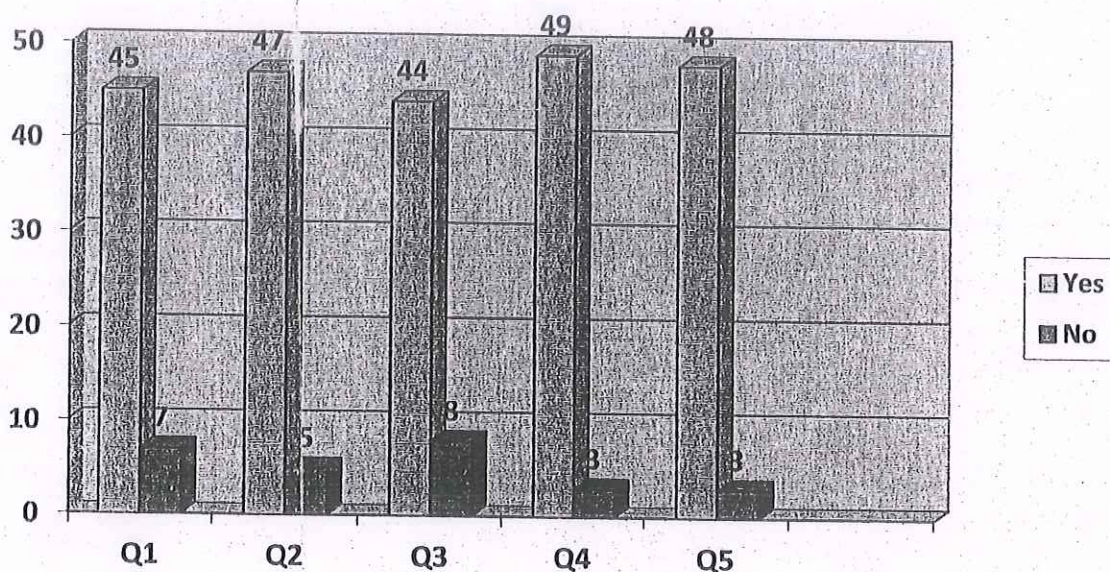


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## FEEDBACK RATINGS



*(Signature)*  
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 NANJANAPURAM, ERODE - 638 107.

*(Signature)*  
**Course Coordinator**

*(Signature)*  
**HEAD OF THE DEPARTMENT**  
 DEPARTMENT OF COSTUME DESIGN AND FASHION  
 KONGU ARTS AND SCIENCE COLLEGE  
 (AUTONOMOUS)

*(Signature)*  
**Principal**  
**PRINCIPAL,**  
**KONGU ARTS AND SCIENCE COLLEGE**  
 (AUTONOMOUS)





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DEPARTMENT OF COSTUME DESIGN AND FASHION

VALUE ADDED COURSE (2020-2021) – PROPOSAL

Date: 10.02.2020

## Submitted to the Principal


We are planning to conduct a Value Added Course titled “20VCDBM –BOUTIQUE MANAGEMENT” for all Department Students. The course will be benefitting the students for their career and placement activities. We kindly request you to grant permission for conducting the same.

## COURSE DETAILS:

Name of the Course	“20VCDBM –BOUTIQUE MANAGEMENT”	
Duration of the Course	40Hours	
Conducting Department	Costume Design and Fashion	
Course Coordinator(s)	A.DEEPIKA PRIYA Assistant Professor, Costume Design and Fashion	
Assessment Type (Total : 100Marks)	<b>Section A</b> Answer All Questions Objective Questions ( 25x 1=25 Marks)	<b>Section B</b> Answer All Questions Either or type (5 x 15 =75 Marks)

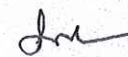
## OUTCOMES:

- On Completion of this course the students will be able to
- Define and classify the types of business
- Choose the right place and sources for investment
- Understand the manpower planning for the organization
- Make use of marketing tools and techniques
- Analyze the pricing strategies to promote the product


  
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Course Coordinator

  
HOD/ CDF

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DEPARTMENT OF COSTUME DESIGN AND FASHION

VALUE ADDED COURSE (2020-2021) – CIRCULAR

Date: 21.05.2020

Ref.No. KASC-AE/CDF/VAC/2020-21/03

It is informed that Value Added Course on “20VCDBM – BOUTIQUE MANAGEMENT” will be conducted from 17.06.2020 (Wednesday). Registration will be on First-Come First-Serve basis. Students are asked to enroll your names for the above mentioned course as earlier as possible through Google form link.

III Year	II Year
<a href="https://tinyurl.com/4vd75ma9">https://tinyurl.com/4vd75ma9</a>	<a href="https://tinyurl.com/2p9fewm9">https://tinyurl.com/2p9fewm9</a>
Last date for Registration: 28.05.2020	Last date for Registration: 05.06.2020

HoDs and respective Department Staff Members are instructed to follow-up the same. Your whole hearted co-operation is needed to conduct the sessions in a gentle manner.

Total instruction Hours : 40 Hours  
Course Coordinator : MS.A.DEEPIKA PRIYA  
Assistant Professor/CDF  
Mail-id : [cdf.kascero@gmail.com](mailto:cdf.kascero@gmail.com)



*[Signature]*  
HEAD OF THE DEPARTMENT  
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*[Signature]*  
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*[Signature]*  
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**KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)  
NANJANAPURAM, ERODE-638107**



**KASC ACADEMY OF EXCELLENCE**

**Academic Year 2020-2021**

**VALUE ADDED COURSE ON**

**BOUTIQUE  
MANAGEMENT**



**COURSE DURATION**

**Theory-40 Hours**

**FOR WHOM**

**All the UG Students**

**Organized By**

**DEPARTMENT OF COSTUME DESIGN AND**

**FASHION**

**COURSE CONTENT**

- *Nature and scope of Business*
- *Location for starting up of boutique*
- *Merchandising*
- *Marketing*
- *Essential technology to run a successful Boutique*

**COURSE OUTCOMES**

**Students will be able to**

- On Completion of this course the students will be able to
- Define and classify the types of business
- Choose the right place and sources for investment
- Understand the manpower planning for the organization
- Make use of marketing tools and techniques
- Analyze the pricing strategies to promote the product

**CO-ORDINATOR**

**Ms.A.Deepika Priya**

**Assistant Professor**

**DEPARTMENT OF  
COSTUME DESIGN & FASHION**



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PRINCIPAL.**

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DEPARTMENT OF COSTUME DESIGN AND FASHION

VALUE ADDED COURSE (2020-2021) – SYLLABUS

20VCDBM – BOUTIQUE MANAGEMENT

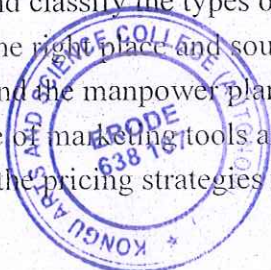
## Course Objective:

- To analyze the retail strategy concepts to solve problems
- To promote the management and marketing skills
- To impart knowledge on showroom management and product management

<b>UNIT I</b>		<b>8 Hours</b>
Nature and scope of Business–Meaning, Definition, Objectives and Characteristics of Business– Scope of Business–Business System –Creating Business Plan–Selection Of Business structure– Selection of Boutique Name–Types of Boutique		
<b>UNIT II</b>		<b>8 Hours</b>
Location for starting up of boutique– Factors influencing location– Size of boutique, Sources of Finance–Long term –Short term –Relative Merits and Demerit		
<b>UNIT III</b>		<b>8 Hours</b>
Merchandising –Retail Merchandising-Visual Merchandising - Types of display – exterior display, interior display, Tools for visual merchandising- Signage, Props, Mannequins, Fixtures and Lightings		
<b>UNIT IV</b>		<b>8 Hours</b>
Marketing – Importance of marketing, Price Mix-Importance-Pricing objectives -Pricing strategies – Personal selling and Sales Promotion- advertisement, fashion show, trunk show and sample sales -E-marketing –Tele marketing – Kiosk Marketing		
<b>UNIT V</b>		<b>8 Hours</b>
Essential technology to run a successful Boutique-Theft Prevention methods, Inventory management, Human Resource Management - Manpower planning – Performance management–Employee relations		

## COURSE OUTCOME

- Define and classify the types of business
- Choose the right place and sources for investment
- Understand the manpower planning for the organization
- Make use of marketing tools and techniques
- Analyze the pricing strategies to promote the product



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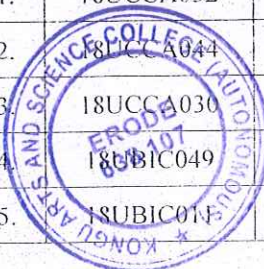
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## DEPARTMENT OF COSTUME DESIGN AND FASHION VALUEADDED COURSE (2020-2021)

### 20VCDBM - BOUTIQUE MANAGEMENT -FINAL ENROLLMENT LIST

S.No	REG. NO.	NAME OF THE STUDENT	CLASS
1.	19UCDF027	THIVESHKUMAR.K	II B.Sc COSTUMEDESIGN&FASHION
2.	19UCDF002	AMITA.M	IIB.Sc COSTUMEDESIGN&FASHION
3.	19UCDF014	KEERTHANAA.V	IIB.Sc COSTUMEDESIGN&FASHION
4.	19UCDF018	MYTHILY .R	IIB.Sc COSTUMEDESIGN&FASHION
5.	19UCDF028	UMA.M	IIB.Sc COSTUMEDESIGN&FASHION
6.	19UCDV001	ANGEL.R	IIB.Sc COSTUMEDESIGN&FASHION(VOC)
7.	19UMAT096	PRAVEEN S.K	II B.Sc MATHEMATICS
8.	19UMAT056	SUNMATHI.C	IIB.Sc MATHEMATICS
9.	19UMAT042	RITHIKA.D	II B.Sc MATHEMATICS
10.	19UMAT038	PRADHIKSHA.E.M	IIB.Sc MATHEMATICS
11.	19UMAT091	NILAFER S	IIB.Sc MATHEMATICS
12.	19UMAT109	SNEHA.A	II B.Sc MATHEMATICS
13.	19UMAT063	ANUSUYA. M	IIB.Sc MATHEMATICS
14.	19UCPA024	KRISHNA VENI. S	IIB.Com PROFESSIONALACCOUNTING
15.	19UCPA016	GOWTHAM.G	IIB.Com PROFESSIONALACCOUNTING
16.	19UCPA023	KAVIYA.R	IIB.Com PROFESSIONALACCOUNTING
17.	19UCPA054	K.TAMILARASI	IIB.Com PROFESSIONALACCOUNTING
18.	19UCOM061	ABIKSHA. A	IIB.Com
19.	19UCOM103	SHAKTHI SRI S K	IIB.Com
20.	18UBIT008	DHANAA RANJANAH.A.L	III B.Sc BIOTECHNOLOGY
21.	18UCCA052	SARANYA.M	III B.COM(CA)
22.	18UCCA044	PRIYADHARSHINI.K	III B.COM(CA)
23.	18UCCA030	LOGADHARSINI K	III B.COM(CA)
24.	18UBIC049	YUVARANIS	IIIB.Sc BIOCHEMISTRY
25.	18UBIC019	GAYATHRI N	IIIB.Sc BIOCHEMISTRY



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VALUEADDED COURSE (2020-2021)

20VCDBM – BOUTIQUE MANAGEMENT -FINAL ENROLLMENT LIST

S.NO.	REG. NO.	NAME OF THE STUDENT	CLASS
26	18UBIC021	MADHUPRIYA D	III B.Sc BIOCHEMISTRY
27	18UBIC015	KAVYA.V	III B.Sc BIOCHEMISTRY
28	18UBIC036	SHANMUGAPRIYA.S	III B.Sc BIOCHEMISTRY
29	18UBIC020	MADHUMITHA.D	III B.Sc BIOCHEMISTRY
30	18UMAT120	SUVETHAA A	III B.Sc Mathematics
31	18UMAT073	CHANDROOPA G	III B.Sc Mathematics
32	18UMAT116	SOWMITHRA.V	III B.Sc Mathematics
33	18UCDV003	R.DEEPIKA	III B.Sc COSTUME DESIGN&FASHION(VOC)
34	18UCDV010	KAVYA T	III B.Sc COSTUME DESIGN&FASHION(VOC)
35	18UCPA047	RAJESWARI K	III B.Com PROFESSIONAL ACCOUNTING
36	18UCPA063	VIDHYALAKSHMI.U	III B.Com PROFESSIONALACCOUNTING
37	18UCPA035	MANJU PRIYA.C	III B.Com PROFESSIONALACCOUNTING
38	18UCPA022	HARINI.M	III B.Com PROFESSIONALACCOUNTING
39	18UCPA002	ABIRAMI M	III B.Com PROFESSIONALACCOUNTING
40	18UCPA051	SARAN K	III B.Com PROFESSIONALACCOUNTING
41	18UCPA043	NIVETHA .V.P	IIIB.Com PROFESSIONALACCOUNTING
42	18UCPA044	PAVITHRAA M R	IIIB.Com PROFESSIONAL ACCOUNTING



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## DEPARTMENT OF COSTUME DESIGN AND FASHION

### VALUEADDED COURSE (2020-2021)

#### 20VCDBM - BOUTIQUE MANAGEMENT -FINAL ENROLLMENT LIST

S.NO.	REG. NO.	NAME OF THE STUDENT	CLASS
43	18UCDV009	KAVIYASRI. V	IIIB.Sc COSTUME DESIGN&FASHION(VOC)
44	18UCSC028	KISHOR KUMAR. S	IIIB.Com CORPORATESECRETARYSHIP-(CA)
45	18UCSC007	N. BOOJITH KUMAR	III B.Com CORPORATESECRETARYSHIP-(CA)
46	18UCDV011	KAVYA V	III B.Sc COSTUMEDESIGN&FASHION(VOC)
47	18UCPA048	RANJETH. E	IIIB.Com PROFESSIONALACCOUNTING
48	18UCPA033	MADHAAN BABU J	IIIB.Com PROFESSIONALACCOUNTING
49	18UCSC010	DHAMODHARAN S	IIIB.Com CORPORATESECRETARYSHIP-(CA)
50	18UCSC055	SOMESHWAR L R	IIIB.Com CORPORATESECRETARYSHIP-(CA)
51	18UCPA401	BARATH VICRAM.S.K	IIIB.Com PROFESSIONALACCOUNTING
52	18UCDV001	ASWATHI.B	IIIB.Sc COSTUME DESIGN&FASHION(VOC)

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*A. D. M.*  
Course Coordinator

*J. S.*  
HOD/CDF

*J.*  
Principal

HEAD OF THE DEPARTMENT  
DEPARTMENT OF COSTUME DESIGN AND FASHION  
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DEPARTMENT OF COSTUME DESIGN AND FASHION

VALUE ADDED COURSE (2020-2021)

20VCDBM – BOUTIQUE MANAGEMENT – SCHEDULE

S. No.	Date	Time	Topics Covered	Theory Hours	Lab Hours
1	17.06.2020	10.00am-11.00am	Nature and scope of Business- Meaning, Definition	-	1
2	18.06.2020	10.00am-11.00am	Objectives and Characteristics of Business	-	1
3	19.06.2020	10.00am-11.00am	Scope of business	-	1
4	20.06.2020	10.00am-11.00am	Business System	-	1
5	22.06.2020	10.00am-11.00am	Creating Business plan	-	1
6	23.06.2020	10.00am-11.00am	Selection of Business structure	-	1
7	24.06.2020	10.00am-11.00am	Selection of Boutique Name	-	1
8	25.06.2020	10.00am-11.00am	Types of Boutique	-	1
9	26.06.2020	10.00am-11.00am	Location for starting up of boutique	-	1
10	27.06.2020	10.00am-11.00am	Factors influencing location	-	1
11	29.06.2020	10.00am-11.00am	Size of boutique	-	1
12	30.06.2020	10.00am-11.00am	Sources of Boutique	-	1
13	05.08.2020	10.00am-11.00am	Sources of Finance	-	1
14	06.08.2020	10.00am-11.00am	Long term finance	-	1
15	07.08.2020	10.00am-11.00am	Short term finance	-	1
16	08.08.2020	10.00am-11.00am	Relative merits and demerits	-	1
17	10.08.2020	10.00am-11.00am	Merchandising	-	1
18	11.08.2020	10.00am-11.00am	Retail Merchandising	-	1
19	12.08.2020	10.00am-11.00am	Visual Merchandising	-	1
20	13.08.2020	10.00am-11.00am	Types of display	-	1

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#### VALUE ADDED COURSE (2020-2021)

#### 20VCDBM-BOUTIQUE MANAGEMENT-SCHEDULE

S. No.	Date	Time	Topics Covered	Theory Hours	Lab Hours
21	14.08.2020	10.00am-11.00am	Exterior and Interior display	-	1
22	11.09.2020	10.00am-11.00am	Tools for visual merchandising	-	1
23	14.09.2020	10.00am-11.00am	Signage, Props, Mannequins	-	1
24	21.09.2020	10.00am-11.00am	Fixtures and Lightings	-	1
25	22.09.2020	10.00am-11.00am	Marketing- Importance of marketing	-	1
26	23.09.2020	10.00am-11.00am	Price Mix- Importance	-	1
27	24.09.2020	10.00am-11.00am	Pricing objectives, Pricing strategies	-	1
28	25.09.2020	10.00am-11.00am	Personal selling and Sales promotion	-	1
29	26.09.2020	10.00am-11.00am	Advertisement, Fashion show	-	1
30	28.09.2020	10.00am-11.00am	Trunk show and sample sales	-	1
31	04.01.2021	10.00am-11.00am	E-marketing, Tele marketing	-	1
32	04.01.2021	11.00am-12.00pm	Kiosk Marketing	-	1
33	05.01.2021	10.00am-11.00am	Essential technology to run a successful boutique	-	1
34	05.01.2021	11.00am-12.00pm	Theft prevention methods	-	1
35	06.01.2021	10.00am-11.00am	Inventory management	-	1
36	06.01.2021	11.00am-12.00pm	Human Resource Management - I	-	1



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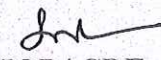
DEPARTMENT OF COSTUME DESIGN AND FASHION


VALUE ADDED COURSE (2020-2021)

20VCDBM-BOUTIQUE MANAGEMENT-SCHEDULE


37	08.01.2021	10.00am-11.00am	Human Resource Management - II	-	1
38	08.01.2021	11.00am-12.00pm	Manpower planning	-	1
39	08.01.2021	1.00pm-2.00pm	Performance management	-	1
40	08.01.2021	2.00pm-3.00	Employee relations	-	1
Total				-	40
Total Hours (Theory +Lab)				40 Hours	
Assessment Date & Time : 21-01-2021 & 10:00AM to 1:00 PM					
Type Of Assessment : Theory					

  
Course Coordinator

  
HOD/ CDF  
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Principal  
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**DEPARTMENT OF COSTUME DESIGN AND FASHION**  
**VALUE ADDED COURSE (2020-2021)**

**20VCDBM - BOUTIQUE MANAGEMENT - ATTENDANCE FOR THE VALUE ADDED COURSE**

S.No.	REG. NO.	NAME	10.00 AM -	10.00 AM -	10.00 AM -	10.00 AM -	10.00 AM -	10.00 AM -	10.00 AM -	10.00 AM -	10.00 AM -	10.00 AM -
			11.00 AM	11.00 AM	11.00 AM	11.00 AM	11.00 AM	11.00 AM	11.00 AM	11.00 AM	11.00 AM	11.00 AM
1	19UCDF027	THIVESHKUMAR.K	17.6.20	18.6.20	19.6.20	20.6.20	22.6.20	23.6.20	24.6.20	25.6.20	26.6.20	27.6.20
2	19UCDF002	AMITA.M	/	/	/	/	/	/	/	/	/	/
3	19UCDF014	KEERTHANAA.V	/	/	/	/	/	/	/	/	/	/
4	19UCDF018	MYTHILY .R	/	/	/	/	/	/	/	/	/	/
5	19UCDF028	UMA.M	/	/	/	/	/	/	/	/	/	/
6	19UCDV001	ANGEL.R	/	/	/	/	/	/	/	/	/	/
7	19UMAT096	PRAVEEN S.K	/	a	/	/	/	a	a	/	/	/
8	19UMAT056	SUNMATHI.C	/	/	/	/	/	/	/	/	/	/
9	19UMAT042	RITHIKA.D	/	/	/	/	/	/	/	/	/	/
10	19UMAT038	PRADHIKSHA.E.M	/	/	/	/	/	/	/	/	/	/
11	19UMAT091	NILAFER S	/	/	/	/	/	/	/	/	/	/
12	19UMAT109	SNEHA.A	/	/	/	/	/	/	/	/	/	/
13	19UMAT063	ANUSUYA. M	/	/	/	/	/	/	/	/	/	/
14	19UCPA024	KRISHNA VENI. S	/	/	/	/	/	/	/	/	/	/
15	19UCPA016	GOWTHAM.G	/	/	/	/	/	/	/	/	/	/
16	19UCPA023	KAVIYA.R	/	/	/	/	/	/	/	/	/	/
17	19UCPA054	K.TAMILARASI	/	/	/	/	/	a	/	/	/	/
18	19UCOM061	ABIKSHA. A	/	/	/	a	/	/	/	/	/	/
19	19UCOM103	SHAKTHI SRI.S K	/	/	/	a	/	/	/	/	/	/
20	18UBIT008	DHANAA RANJANAH.A.L	/	/	/	/	/	/	/	/	/	/
21	18UCCA052	SARANYA.M	/	/	/	/	/	/	/	/	/	/
22	18UCCA044	PRIYADHARSHINI.K	/	/	/	/	/	/	/	/	/	/
23	18UCCA030	LOGADHARSINI K	/	/	/	/	/	/	/	/	/	/
24	18UBIC049	YUVARANI.S	/	/	/	/	/	/	/	/	/	/
25	18UBIC011	GAYATHRI N	/	/	/	/	/	/	/	/	/	/



**Dr. N. RAMAN**  
PRINCIPAL,  
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(AUTONOMOUS)  
NANJANAPURAM ERODE - 638 107





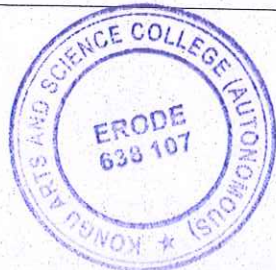
**KONGU ARTS AND SCIENCE COLLEGE**  
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**ERODE - 638 107**

**DEPARTMENT OF COSTUME DESIGN AND FASHION**  
**VALUE ADDED COURSE (2020-2021)**

**20VCDBM - BOUTIQUE MANAGEMENT - ATTENDENCE FOR THE VALUE ADDED COURSE**

S.No.	REG. NO.	NAME	10.00AM-	11.00AM	10.00AM-	11.00AM	10.00AM-	11.00AM	10.00AM-	11.00AM	10.00AM-	11.00AM	10.00AM-	11.00AM	10.00AM-	11.00AM
			17.6.20	18.6.20	19.6.20	20.6.20	22.6.20	23.6.20	24.6.20	25.6.20	26.6.20	27.6.20				
26	18UBIC021	MADHUPRIYA D	/	/	/	/	/	/	/	/	/	/	/	/	/	/
27	18UBIC015	KAVYA.V	/	/	/	/	/	/	/	/	/	/	/	/	/	/
28	18UBIC036	SHANMUGAPRIYA.S	/	/	/	/	/	/	/	/	/	/	/	/	/	/
29	18UBIC020	MADHUMITHA.D	/	/	/	/	/	/	/	/	/	/	/	/	/	/
30	18UMAT120	SUVETHAA A	/	/	/	/	/	/	/	/	/	/	/	/	/	/
31	18UMAT073	CHANDROOPA G	/	/	/	/	/	/	/	/	/	/	/	/	/	/
32	18UMAT116	SOWMITHRA.V	/	/	/	/	/	/	/	/	/	/	/	/	/	/
33	18UCDV003	R.DEEPIKA	/	/	/	/	/	/	/	/	/	/	/	/	/	/
34	18UCDV010	KAVYA T	/	/	/	/	/	/	/	/	/	/	/	/	/	/
35	18UCPA047	RAJESWARI K	/	/	/	/	/	/	/	/	/	/	/	/	/	/
36	18UCPA063	VIDHYALAKSHMI.U	/	/	/	/	/	/	/	/	/	/	/	/	/	/
37	18UCPA035	MANJU PRIYA.C	/	/	/	/	/	/	/	/	/	/	/	/	/	/
38	18UCPA022	HARINI.M	/	/	/	/	/	/	/	/	/	/	/	/	/	/
39	18UCPA002	ABIRAMI M	/	/	/	/	/	/	/	/	/	/	/	/	/	/
40	18UCPA051	SARAN K	/	a	/	a	a	/	/	/	/	/	/	/	/	/
41	18UCPA043	NIVETHA .V.P	/	/	/	/	/	/	/	/	/	/	/	/	/	/
42	18UCPA044	PAVITHRAA M R	/	/	/	/	/	/	/	/	/	/	/	/	/	/
43	18UCDV009	KAVIYASRI. V	/	/	/	/	/	/	/	/	/	/	/	/	/	/
44	18UCSC028	KISHOR KUMAR. S	/	/	/	a	/	/	/	/	/	/	/	/	/	/
45	18UCSC007	N. BOOJITH KUMAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/
46	18UCDV011	KAVYA V	/	/	/	/	/	/	/	/	/	/	/	/	/	/
47	18UCPA048	RANJETH. E	/	/	a	a	a	a	a	a	a	a	a	a	a	a
48	18UCPA033	MADHAAN BABU J	/	/	a	/	/	/	a	a	a	a	a	a	a	/
49	18UCSC010	DHAMODHARAN S	/	/	a	a	a	a	/	/	/	/	/	/	/	/



**Dr. N. RAMAN**  
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**DEPARTMENT OF COSTUME DESIGN AND FASHION**  
**VALUE ADDED COURSE (2020-2021)**

**20VCDBM - BOUTIQUE MANAGEMENT - ATTENDANCE FOR THE VALUE ADDED COURSE**

S.No.	REG. NO.	NAME	10:00AM -	11:00AM -	10:00AM -	11:00AM -	10:00AM -	11:00AM -	10:00AM -	11:00AM -	10:00AM -	11:00AM -	10:00AM -	11:00AM -
			17.6.20	18.6.20	19.6.20	20.6.20	22.6.20	23.6.20	24.6.20	25.6.20	26.6.20	27.6.20		
50	18UCSC055	SOMESHWAR L R	/	/	/	/	/	/	/	/	/	/	/	/
51	18UCPA401	BARATH VICRAM.S.K	/	/	a	a	a	/	a	a	/	a	/	a
52	18UCDV001	ASWATHI.B	/	/	/	/	/	/	/	/	/	/	/	/
Signature of the Faculty A DEEPIKA PRIYA			<i>A.D</i>	<i>A.D</i>	<i>A.D</i>	<i>A.D</i>	<i>A.D</i>	<i>A.D</i>	<i>A.D</i>	<i>A.D</i>	<i>A.D</i>	<i>A.D</i>	<i>A.D</i>	<i>A.D</i>

*A.D*  
Course Coordinator

*A.D*  
Head of the Department

**Principal**  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107.  
HEAD OF THE DEPARTMENT  
DEPARTMENT OF COSTUME DESIGN AND FASHION  
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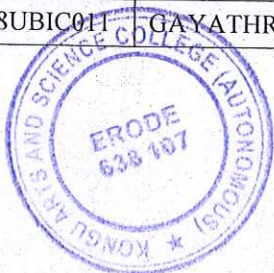


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			29.6.20	30.6.20	5.8.20	6.8.20	7.8.20	8.8.20	10.8.20	11.8.20	12.8.20	13.8.20				
1	19UCDF027	THIVESHKUMAR.K	/	/	/	/	/	/	/	/	/	/	/	/	/	
2	19UCDF002	AMITA.M	a	/	/	/	/	/	/	/	/	/	/	/	/	
3	19UCDF014	KEERTHANAA.V	a	/	a	/	/	/	/	/	/	/	/	/	/	
4	19UCDF018	MYTHILY .R	/	/	/	/	/	/	/	/	/	/	/	/	/	
5	19UCDF028	UMA.M	/	/	/	/	/	/	/	/	a	/	/	/	/	
6	19UCDV001	ANGEL.R	/	/	/	/	/	/	/	/	/	/	/	/	/	
7	19UMAT096	PRAVEEN S.K	/	/	/	a	/	/	/	/	/	/	/	a	/	
8	19UMAT056	SUNMATHILC	/	/	/	/	/	/	/	/	/	/	/	/	/	
9	19UMAT042	RITHIKA.D	/	/	/	/	/	/	/	/	/	/	/	/	/	
10	19UMAT038	PRADHIKSHA.E.M	/	/	/	/	/	/	/	/	/	/	/	/	/	
11	19UMAT091	NILAFER S	/	/	/	/	/	/	/	/	/	/	/	/	/	
12	19UMAT109	SNEHA.A	/	/	/	/	/	/	/	/	/	/	/	a	/	
13	19UMAT063	ANUSUYA. M	/	/	/	/	/	/	/	/	/	/	/	/	/	
14	19UCPA024	KRISHNA VENI. S	a	/	/	/	/	/	/	/	a	/	/	/	/	
15	19UCPA016	GOWTHAM.G	a	/	/	/	/	/	/	/	/	/	/	/	/	
16	19UCPA023	KAVIYA.R	a	/	/	/	/	/	/	/	/	/	/	/	/	
17	19UCPA054	K.TAMILARASI	a	/	/	/	/	/	/	/	/	/	/	/	/	
18	19UCOM061	ABIKSHA. A	/	/	/	/	/	/	/	/	/	/	/	/	/	
19	19UCOM103	SHAKTHI SRI S K	/	/	/	/	/	/	/	/	a	/	/	/	/	
20	18UBIT008	DHANAA RANJANAH.A.L	/	/	/	/	/	/	/	/	/	/	/	/	/	
21	18UCCA052	SARANYA.M	/	/	/	/	/	/	/	/	/	/	/	/	/	
22	18UCCA044	PRIYADHARSHINI.K	/	/	/	/	/	/	/	/	a	/	/	/	/	
23	18UCCA030	LOGADHARSINI K	/	/	/	/	/	/	/	/	/	/	/	/	/	
24	18UBIC049	YUVARANIS	/	/	/	/	/	/	/	/	/	/	/	/	/	
25	18UBIC011	GAYATHRI N	/	/	/	/	/	/	/	/	/	a	/	/	/	



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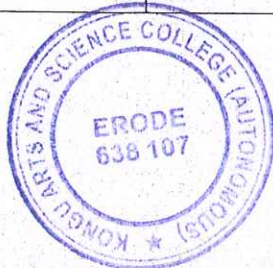


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S.No.	REG. NO.	NAME	10:00AM	11:00AM	10:00AM	11:00AM	10:00AM	11:00AM	10:00AM	11:00AM	10:00AM	11:00AM	10:00AM	11:00AM
			29/6/20	30/6/20	5/8/20	6/8/20	7/8/20	8/8/20	10/8/20	11/8/20	12/8/20	13/8/20		
26	18UBIC021	MADHUPRIYA D	/	/	/	/	/	/	/	/	/	/	/	/
27	18UBIC015	KAVYA.V	/	/	/	/	/	/	/	/	/	/	/	/
28	18UBIC036	SHANMUGAPRIYA.S	/	/	/	/	/	/	/	/	/	/	/	/
29	18UBIC020	MADHUMITHA.D	/	/	/	/	/	/	/	/	/	/	/	/
30	18UMAT120	SUVETHAA A	/	/	/	/	a	/	/	/	/	/	/	/
31	18UMAT073	CHANDROOPA G	/	/	/	/	/	/	/	/	/	/	a	/
32	18UMAT116	SOWMITHRA.V	/	/	/	/	/	/	/	/	/	/	/	/
33	18UCDV003	R.DEEPIKA	/	/	/	/	/	/	/	/	/	/	/	/
34	18UCDV010	KAVYA T	/	/	/	/	/	/	/	/	/	/	a	/
35	18UCPA047	RAJESWARI K	/	/	/	/	/	/	/	/	/	/	/	/
36	18UCPA063	VIDHYALAKSHMI.U	/	/	/	/	/	/	/	/	/	/	/	/
37	18UCPA035	MANJU PRIYA.C	/	/	/	/	/	/	/	/	/	/	/	/
38	18UCPA022	HARINI.M	/	/	/	/	/	/	/	/	/	/	/	/
39	18UCPA002	ABIRAMI M	/	/	/	/	/	/	/	/	/	/	/	/
40	18UCPA051	SARAN K	/	/	a	/	/	/	a	/	/	/	/	/
41	18UCPA043	NIVETHA .V.P	/	/	/	/	/	/	/	/	/	/	/	/
42	18UCPA044	PAVITHRAA M R	/	/	/	/	/	/	/	/	/	/	/	/
43	18UCDV009	KAVIYASRI. V	/	/	/	/	/	/	/	/	/	/	/	/
44	18UCSC028	KISHOR KUMAR. S	/	a	/	/	a	a	/	/	a	/	a	/
45	18UCSC007	N. BOOJITH.KUMAR	/	a	/	/	/	/	/	/	/	/	/	/
46	18UCDV011	KAVYA V	/	/	/	a	a	/	/	a	/	a	/	a
47	18UCPA048	RANJETH. E	/	a	a	/	a	a	/	a	a	a	a	a
48	18UCPA033	MADHAAN BABU J	a	/	/	/	/	/	a	/	a	a	a	a
49	18UCSC010	DHAMODHARAN S	/	/	/	a	a	/	/	/	/	/	a	/



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			11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM
			29/6/20	30/6/20	5/8/20	6/8/20	7/8/20	8/8/20	10/8/20	11/8/20	12/8/20	13/8/20		
50	18UCSC055	SOMESHWAR L.R.	/	/	a	/	/	/	a	a	/	/		
51	18UCPA401	BARATH VICRAM.S.K	a	a	a	a	a	a	a	a	a	a		
52	18UCDV001	ASWATHI.B	/	/	/	/	/	/	/	/	/	/		
Signature of the Faculty A DEEPIKA PRIYA			<i>A.D.</i>	<i>A.D.</i>	<i>A.D.</i>	<i>A.D.</i>	<i>A.D.</i>	<i>A.D.</i>	<i>A.D.</i>	<i>A.D.</i>	<i>A.D.</i>	<i>A.D.</i>		
			A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D		

*A. Deepika Priya*  
Course Coordinator

*Son*  
Head of the Department

*N. Ram*  
Principal

HEAD OF THE DEPARTMENT  
DEPARTMENT OF COSTUME DESIGN AND FASHION  
KONGU ARTS AND SCIENCE COLLEGE  
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*N. Ram*  
**Dr. N. RAMAN**  
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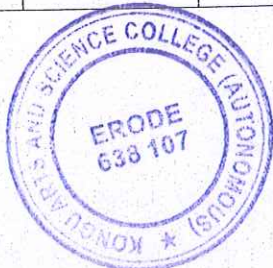


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			14.8.20	15.8.20	11.9.20	14.9.20	21.9.20	22.9.20	23.9.20	24.9.20	25.9.20	26.9.20	28.9.20			
1	19UCDF027	THIVESHKUMAR.K	/	/	/	/	/	/	/	/	/	/	/	/	/	
2	19UCDF002	AMITA.M	/	/	/	/	/	/	/	/	/	/	/	/	/	
3	19UCDF014	KEERTHANAA.V	/	/	/	/	/	/	/	a	/	/	/	/	/	
4	19UCDF018	MYTHILY .R	/	/	a	/	/	/	/	/	/	/	/	a	/	
5	19UCDF028	UMA.M	/	/	/	/	/	/	/	/	/	/	/	/	/	
6	19UCDV001	ANGEL.R	/	/	/	/	/	/	/	a	/	/	/	/	/	
7	19UMAT096	PRAVEEN S.K	/	a	/	/	/	/	/	/	/	/	/	/	/	
8	19UMAT056	SUNMATHI.C	/	/	/	/	/	/	/	/	/	/	/	/	/	
9	19UMAT042	RITHIKA.D	/	/	/	/	/	/	/	/	/	/	/	/	/	
10	19UMAT038	PRADHIKSHA.E.M	/	/	/	/	/	/	/	/	/	/	/	/	/	
11	19UMAT091	NILAFER S	/	/	/	/	/	/	/	/	/	/	/	/	/	
12	19UMAT109	SNEHA.A	/	/	/	/	/	/	/	/	/	/	/	/	/	
13	19UMAT063	ANUSUYA. M	/	a	a	a	a	a	/	/	/	/	/	/	/	
14	19UCPA024	KRISHNA VENI. S	/	/	/	/	/	/	/	/	/	/	/	/	/	
15	19UCPA016	GOWTHAM.G	/	/	/	/	/	/	/	/	/	/	/	/	/	
16	19UCPA023	KAVIYA.R	a	/	/	/	/	a	/	/	/	/	/	/	/	
17	19UCPA054	K.TAMILARASI	/	a	a	/	a	a	/	a	/	a	/	a	/	
18	19UCOM061	ABIKSHA. A	/	a	a	/	/	/	a	a	a	/	/	/	/	
19	19UCOM103	SHAKTHI SRI S K	/	a	a	a	/	/	a	/	/	/	/	/	/	
20	18UBIT008	DHANAA RANJANAH.A.L	/	/	/	/	/	/	/	/	/	/	/	/	/	
21	18UCCA052	SARANYA.M	/	/	/	/	/	/	/	/	/	/	/	/	/	
22	18UCCA044	PRIYADHARSHINI.K	/	/	/	/	/	/	/	/	/	/	a	/	/	
23	18UCCA030	LOGADHARSINI K	/	/	/	/	/	/	/	/	/	/	/	/	/	
24	18UBIC049	YUVARANI.S	/	/	/	/	/	/	/	/	/	/	/	/	/	
25	18UBIC011	GAYATHRI N	/	/	/	/	a	/	/	/	/	/	/	/	/	



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26	18UBIC021	MADHUPRIYA D	/	/	/	/	/	/	/	/	/	/
27	18UBIC015	KAVYA.V	/	/	/	/	a	/	/	/	/	/
28	18UBIC036	SHANMUGAPRIYA.S	/	/	/	/	/	/	/	/	/	/
29	18UBIC020	MADHUMITHA.D	/	/	/	/	/	/	/	a	/	/
30	18UMAT120	SUVETHAA A	/	a	/	/	/	/	/	/	/	a
31	18UMAT073	CHANDROOPA G	/	/	/	/	/	/	/	/	/	/
32	18UMAT116	SOWMITHRA.V	/	/	/	/	/	/	/	/	/	/
33	18UCDV003	R.DEEPIKA	/	/	/	/	/	/	/	/	/	a
34	18UCDV010	KAVYA T	/	/	a	/	/	/	/	a	/	/
35	18UCPA047	RAJESWARI K	/	/	/	/	a	a	/	a	/	/
36	18UCPA063	VIDHYALAKSHMI.U	/	/	/	/	/	/	/	/	/	/
37	18UCPA035	MANJU PRIYA.C	/	/	/	/	/	/	/	/	/	/
38	18UCPA022	HARINI.M	/	/	/	/	a	/	/	/	/	/
39	18UCPA002	ABIRAMI M	/	/	/	/	a	/	/	/	a	/
40	18UCPA051	SARAN K	/	a	a	/	a	a	/	a	/	/
41	18UCPA043	NIVETHA .V.P	/	/	/	/	/	/	/	/	/	/
42	18UCPA044	PAVITHRAA M R	/	/	/	/	a	/	/	/	/	/
43	18UCDV009	KAVIYASRI. V	a	/	/	/	/	/	/	/	/	/
44	18UCSC028	KISHOR KUMAR. S	/	a	/	/	a	/	/	/	a	/
45	18UCSC007	N. BOOJITH KUMAR	/	a	/	a	a	/	/	a	a	/
46	18UCDV011	KAVYA V	a	a	/	/	/	/	/	/	/	/
47	18UCPA048	RANJETH. E	a	a	a	a	a	a	a	a	a	a
48	18UCPA033	MADHAAN BABU J	/	a	/	a	a	a	a	a	a	a
49	18UCSC010	DHAMODHARAN S	a	/	/	/	/	/	/	/	/	/



  
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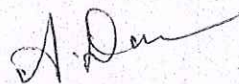


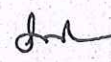
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S.No.	REG. NO.	NAME	10:00 AM -	11:00 AM -	10:00 AM -	11:00 AM -	10:00 AM -	11:00 AM -	10:00 AM -	11:00 AM -	10:00 AM -	11:00 AM -
			11:00 AM -	10:00 AM -	11:00 AM -	10:00 AM -	11:00 AM -	10:00 AM -	11:00 AM -	10:00 AM -	11:00 AM -	10:00 AM -
50	18UCSC055	SOMESHWAR L R	14/9/20	11/9/20	14/9/20	21/9/20	22/9/20	23/9/20	24/9/20	25/9/20	26/9/20	28/9/20
51	18UCPA401	BARATH VICRAM.S.K	/	a	/	a	a	a	/	a	/	a
52	18UCDV001	ASWATHI.B	a	a	a	a	a	a	a	a	a	a
Signature of the Faculty A DEEPIKA PRIYA			/	/	/	/	/	/	/	/	/	/
			A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D


  
**Course Coordinator**

  
**Head of the Department**

  
**Principal**  
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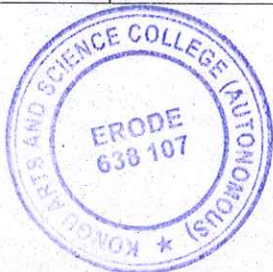
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			4.1.21	4.1.21	4.1.21	5.1.21	5.1.21	6.1.21	6.1.21	8.1.21	8.1.21	8.1.21	8.1.21	8.1.21	8.1.21	8.1.21	8.1.21	8.1.21	8.1.21	8.1.21	8.1.21	8.1.21
1	19UCDF027	THIVESHKUMAR.K	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
2	19UCDF002	AMITA.M	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
3	19UCDF014	KEERTHANAA.V	/	/	a	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
4	19UCDF018	MYTHILY .R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
5	19UCDF028	UMA.M	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
6	19UCDV001	ANGEL.R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
7	19UMAT096	PRAVEEN S.K	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
8	19UMAT056	SUNMATHI.C	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
9	19UMAT042	RITHIKA.D	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
10	19UMAT038	PRADHIKSHA.E.M	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
11	19UMAT091	NILAFER S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
12	19UMAT109	SNEHA.A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
13	19UMAT063	ANUSUYA. M	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
14	19UCPA024	KRISHNA VENI. S	P	P	P	P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
15	19UCPA016	GOWTHAM.G	P	P	P	P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
16	19UCPA023	KAVIYA.R	P	P	P	P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
17	19UCPA054	K.TAMILARASI	P	P	P	P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
18	19UCOM061	ABIKSHA. A	P	P	P	P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
19	19UCOM103	SHAKTHI SRI S K	P	P	P	P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
20	18UBIT008	DHANAA RANJANAH.A.L	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
21	18UCCA052	SARANYA.M	P	P	P	P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
22	18UCCA044	PRIYADHARSHINI.K	P	P	P	P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
23	18UCCA030	LOGADHARSINI K	P	P	P	P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
24	18UBIC049	YUVARANI.S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
25	18UBIC011	GAYATHRI N	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/



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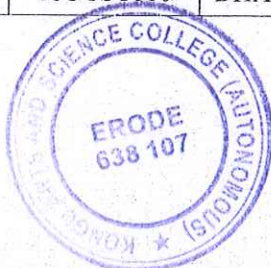


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			4.1.21	4.1.21	5.1.21	5.1.21	6.1.21	6.1.21	8.1.21	8.1.21	8.1.21	8.1.21	8.1.21	8.1.21		
26	18UBIC021	MADHUPRIYA D	/	/	/	/	/	/	/	/	/	/	/	/	/	/
27	18UBIC015	KAVYA.V	/	/	/	/	/	/	/	/	/	/	/	/	/	/
28	18UBIC036	SHANMUGAPRIYA.S	/	/	/	/	/	/	/	/	/	/	/	/	/	/
29	18UBIC020	MADHUMITHA.D	/	/	/	/	/	/	/	/	/	/	/	/	/	/
30	18UMAT120	SUVETHAA A	/	/	/	/	/	/	/	/	/	/	/	/	/	/
31	18UMAT073	CHANDROOPA G	/	/	/	/	/	/	/	/	/	/	/	/	/	/
32	18UMAT116	SOWMITHRA.V	/	/	/	/	/	/	/	/	/	/	/	/	/	/
33	18UCDV003	R.DEEPIKA	/	/	/	/	/	/	/	/	/	/	/	/	/	/
34	18UCDV010	KAVYA T	/	/	/	/	/	/	/	/	/	/	/	/	/	/
35	18UCPA047	RAJESWARI K	P	P	P	P	/	/	/	/	/	/	/	/	/	/
36	18UCPA063	VIDHYALAKSHMI.U	P	P	P	/	/	/	/	/	/	/	/	/	/	/
37	18UCPA035	MANJU PRIYA.C	P	P	P	/	/	/	/	/	/	/	/	/	/	/
38	18UCPA022	HARINI.M	P	P	P	/	/	/	/	/	/	/	/	/	/	/
39	18UCPA002	ABIRAMI M	P	P	P	P	/	/	/	/	/	/	/	/	/	/
40	18UCPA051	SARAN K	P	P	P	P	AB	AB	/	/	/	/	/	/	/	/
41	18UCPA043	NIVETHA .V.P	P	P	P	P	/	/	/	/	/	/	/	/	/	/
42	18UCPA044	PAVITHRAA M R	P	P	P	P	/	/	/	/	/	/	/	/	/	/
43	18UCDV009	KAVIYASRI. V	/	/	/	/	/	/	/	/	/	/	/	/	/	/
44	18UCSC028	KISHOR KUMAR. S	P	P	P	P	/	/	/	/	/	/	/	/	/	/
45	18UCSC007	N. BOOJITH KUMAR	P	P	P	P	/	/	/	/	/	/	/	/	/	/
46	18UCDV011	KAVYA V	/	/	/	/	a	a	/	/	/	/	/	/	/	/
47	18UCPA048	RANJETH. E	P	P	P	P	a	a	/	/	/	/	/	/	/	/
48	18UCPA033	MADHAAN BABU J	P	P	P	P	a	a	/	/	/	/	/	/	/	/
49	18UCSC010	DHAMODHARAN S	P	P	P	P	/	/	/	/	/	/	/	/	/	/



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			11:00 AM -	12:00 PM -	10:00 AM -	11:00 AM -	12:00 PM -	10:00 AM -	11:00 AM -	12:00 PM -	10:00 AM -	11:00 AM -	12:00 PM -	10:00 AM -	11:00 AM -	12:00 PM -	10:00 AM -	11:00 AM -
50	18UCSC055	SOMESHWAR L R	P	P	P	P	/	/	/	/	/	/	/	/	/	/	/	/
51	18UCPA401	BARATH VICRAM.S.K	P	P	P	P	a	a	a	a	a	a	a	a	a	a	a	a
52	18UCDV001	ASWATHI.B	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Signature of the Faculty A DEEPIKA PRIYA			<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
			A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D	A.D

*[Signature]*  
Course Coordinator

*[Signature]*  
Head of the Department

*[Signature]*  
Principal  
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DEPARTMENT OF COSTUME DESIGN AND FASHION  
VALUE ADDED COURSE (2020-2021)

20VCDBM – BOUTIQUE MANAGEMENT – QUESTION PAPER

COURSE CODE: 20VCDBM

TIME: 3 HOURS

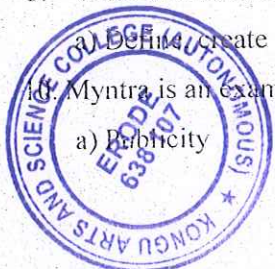
Max.Marks:100

Section – A (25 x 1 = 25 marks)

Answer all the questions

## I. Choose the Correct Answer

- analyze the strength and weakness of your direct and indirect competitors  
a) Management b) Competitive c) Financial plan d) Projections
- may have personal preference towards certain localities.  
a) Entrepreneur b) Workers c) Manager d) none of the above
- How much duration is required to register the business statement that is to be issued to the Inspector?  
a) Week b) Year c) Month d) Day
- color will be mostly preferred in winter season  
a) Red b) Pink c) Yellow d) Blue
- is a horizontal board or panel  
a) T-Wall b) Columns c) Enclosed display d) Fascia
- is set just off the aisle and spotlighted from above  
a) Riser or Platform b) Counter c) Island display d) Focal Point
- POS refers to -----  
a) Products of sale b) Purchase of sale c) Point of sale d) Price of sale
- reflects a person's activities, interests and opinions.  
a) Geographic Factors b) Life style c) Demographic factors d) Psychographic factors
- What are the events used in triggers?  
a) create b) drop, comment c) insert, update, delete d) select, commit
- Myntra is an example for -----  
a) Promocity b) Online fashion store c) Telemarketing d) Outdoor advertising



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**II. Fill in the blanks**

11. \_\_\_\_\_ is required for the purpose of carrying out the business.
12. All businesses are required to be registered under the \_\_\_\_\_ act.
13. \_\_\_\_\_ setting is best controlled and most effective in a fully enclosed display window.
14. UPC refers to \_\_\_\_\_
15. \_\_\_\_\_ consistent overall store maintenance creates a pleasant atmosphere that includes lighting and music.

**II. Say True or False**

16. The word business technically means a state of being busy
17. Each of the business structure should register under only one form of registration requirement
18. Awnings add another gracious touch to the exterior of the store.
19. Man power planning also known as supply chain management in boutique operations.
20. The POS and bar coding systems are used for customer relationship management.

**III. Match the following**

- |                                |   |                      |
|--------------------------------|---|----------------------|
| 21. Primary factor             | - | Inventory management |
| 22. Documents for registration | - | Consumer behavior    |
| 23. Semi realistic setting     | - | Fee payment challan  |
| 24. Age, Income, Education     | - | Market               |
| 25. POS                        | - | Vignette setting     |



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SECTION- B  
5x15=75

1. A) Explain about objectives and scope of business and business system.

OR

B) Write in detail about form so business structure(organization)

2. A) Explain in detail about sources of finance.

OR

B) Define the factors in flensing business location.

3. A) Explain in detail about Retail merchandising.

OR

B) Define Visual merchandising and its tools.

4. A) Explain about a note on Inventory Management.

OR


B) Describe Human resource management and its functions in detail.

5. A) Define objectives of pricing and strategies.

OR

B) Explain the personal selling and sales promotion activities.



  
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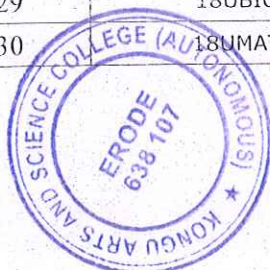
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S. NO.	REG. NO.	THEORY	RESULT	GRADE
1	19UCDF027	75	PASS	A
2	19UCDF002	77	PASS	A
3	19UCDF014	71	PASS	A
4	19UCDF018	65	PASS	B+
5	19UCDF028	72	PASS	A
6	19UCDV001	41	PASS	C
7	19UMAT096	58	PASS	B
8	19UMAT056	58	PASS	B
9	19UMAT042	52	PASS	B
10	19UMAT038	77	PASS	A
11	19UMAT091	87	PASS	A+
12	19UMAT109	62	PASS	B+
13	19UMAT063	63	PASS	B+
14	19UCPA024	70	PASS	A
15	19UCPA016	69	PASS	B+
16	19UCPA023	81	PASS	A+
17	19UCPA054	86	PASS	A+
18	19UCOM061	67	PASS	B+
19	19UCOM103	67	PASS	B+
20	18UBIT008	72	PASS	A
21	18UCCA052	82	PASS	A+
22	18UCCA044	79	PASS	A
23	18UCCA030	77	PASS	A
24	18UBIC049	68	PASS	B+
25	18UBIC011	57	PASS	B
26	18UBIC021	59	PASS	B
27	18UBIC015	56	PASS	B
28	18UBIC036	83	PASS	A+
29	18UBIC020	58	PASS	B
30	18UMAT120	46	PASS	



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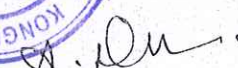
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S. NO.	REG. NO.	THEORY	RESULT	GRADE
31	18UMAT073	67	PASS	B+
32	18UMAT116	62	PASS	B+
33	18UCDV003	61	PASS	B+
34	18UCDV010	81	PASS	A+
35	18UCPA047	82	PASS	A+
36	18UCPA063	80	PASS	A+
37	18UCPA035	84	PASS	A+
38	18UCPA022	79	PASS	A
39	18UCPA002	89	PASS	A+
40	18UCPA051	66	PASS	B+
41	18UCPA043	82	PASS	A+
42	18UCPA044	76	PASS	A
43	18UCDV009	45	PASS	C
44	18UCSC028	55	PASS	B
45	18UCSC007	53	PASS	B
46	18UCDV011	65	PASS	B+
47	18UCPA048	ABSENT	FAIL	**
48	18UCPA033	66	PASS	B+
49	18UCSC010	53	PASS	B
50	18UCSC055	58	PASS	B
51	18UCPA401	ABSENT	FAIL	**
52	18UCDV001	84	PASS	A+

90-100	A++ - Outstanding	60-69	B+ - Good
80-89	A+ - Excellent	50-59	B - Average
70-79	A - Very Good	40-49	C - Satisfactory

SUBJECT DETAILS		KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS) NANJANAPURAM, ERODE - 638 107	
CODE	SUBJECT	(MAX. MARKS)	
THEORY	BOUTIQUE MANAGEMENT	100	

  
 Course Coordinator / HEAD OF THE DEPARTMENT  
 DEPARTMENT OF COSTUME DESIGN AND FASHION  
 KONGU ARTS AND SCIENCE COLLEGE  
 (AUTONOMOUS)  
 ERODE - 638 107.

  
 Principal  
 PRINCIPAL,  
 KONGU ARTS AND SCIENCE COLLEGE  
 (AUTONOMOUS)  
 NANJANAPURAM, ERODE - 638 107.





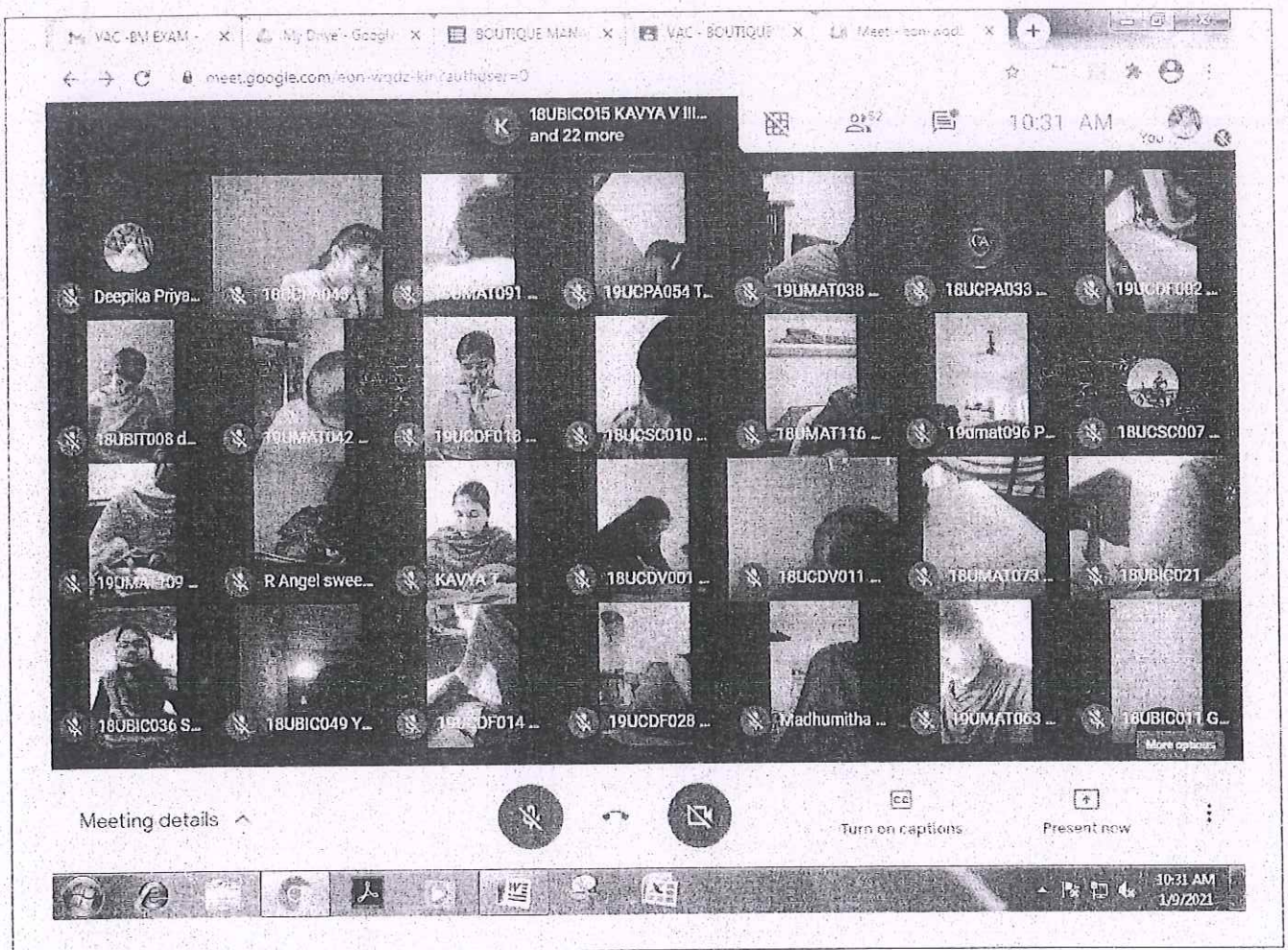
# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF COSTUME DESIGN AND FASHION  
VALUE ADDED COURSE (2020-2021)

20VCDBM — BOUTIQUE MANAGEMENT - PHOTOGRAPH



**Dr. N. RAMAN**  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107.



# KASC ACADEMY OF EXCELLENCE- ONLINE VALUE ADDED COURSE FEEDBACK FORM (2020-2021)

Dear Student, Kindly take a moment to fill the short questionnaire and complete this evaluation. We appreciate your time.

**konguvac@gmail.com** Switch account



\* Required

Email \*

Your email

REG No (CAPITAL LETTER) \*

Your answer

NAME (In CAPITAL LETTER- Initial at the end) \*

Your answer

GENDER \*

Female

Male



**Dr. N. RAMAN**  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107



DEPARTMENT \*

Choose ▼

SECTION \*

 A B C Nil

WHATSAPP No \*

Your answer

YEAR  
YEAR ; 18UCBI001 - 3rd YEAR)


For eg: (19UCBI001 - 2nd \*

 2nd Year (2019 - 2022 Batch) 3rd Year (2018 - 2021 Batch)

VALUE ADDED COURSE - (Conducted by the Department) \*

Choose ▼



  
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1. The Course content was in line with my expectations \*

Yes

No

2. General content of the Course \*

Excellent

Good

Average

3. The Course provided additional knowledge and skill \*

Yes

No

4. Well-designed Practical sessions \*

Yes


No

5. Schedule of the classes and other relevant details have been informed promptly \*

Yes

No



  
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6. Course materials provided were useful \*

Yes

No

7. Provides scope for self-employment and fulfills the Industrial needs \*

Yes

No

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# KONGU ARTS AND SCIENCE COLLEGE

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## DEPARTMENT OF COSTUME DESIGN AND FASHION

### 20VCDBM - BOUTIQUE MANAGEMENT - STUDENTS FEEDBACK

(2020-2021)

Sl. No.	NAME	DEPARTMENT	YEAR	ADDED COURSE - (Conducted by the Dept)	1. The course contents of the Value Added Course met with your expectations	2. The course exposed you to new knowledge and practices	3. The online class materials were useful and informative	4. The teaching aids were effectively used in the online course	5. The technology used was appropriate for this online class	6. I was technically prepared for this class	7. I was as academically prepared for this class	8. The instructors encouraged interaction and were helpful	9. The class increased my knowledge and interest in the subject matter	10. I rate the usefulness of the online mode of Value Added Classes during this lockdown.	Please give suggestions if any for the improvement of the course.
6	VIDHYALAKSHMI	B.Com PROFESSIONAL ACCOUNTANTS	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Agree	Agree	Strongly Agree	Agree	Strongly Agree	Agree	Agree	Strongly Agree	Strongly Agree	Moderate	Nil
7	Dhamodharan S	B.Com CORPORATE SECRETARIS	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	High	None
8	SUMATHI C	B.Sc Mathematics	2nd Year (2019-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	High	None
9	V.KAVYASHRI	B.Sc COSTUME DESIGN & FASHION	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	High	None
10	E.M.PADIKSHA	B.Sc Mathematics	2nd Year (2019-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	High	None
11	YLNARANI S	B.Sc BIOCHEMISTRY	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Agree	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Agree	Agree	Strongly Agree	Strongly Agree	High	Nil
12	RITHIKA D	B.Sc Mathematics	2nd Year (2019-2021)	Boutique Management - (Costume Design and Fashion)	Agree	Strongly Agree	Strongly Agree	Agree	Agree	Agree	Agree	Strongly Agree	Strongly Agree	High	Nil
13	NIVETHA V.P	B.Com PROFESSIONAL ACCOUNTANTS	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Agree	Agree	Strongly Agree	Agree	Strongly Agree	Agree	Agree	Agree	Strongly Agree	High	Nil
14	KAVYA V	B.Sc COSTUME DESIGN & FASHION	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Agree	Strongly Agree	Agree	Agree	Agree	Strongly Agree	Agree	Agree	Agree	High	no
15	LOGADHARSHINI K	Commerce (CA)	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Agree	Agree	Strongly Agree	Agree	Agree	Agree	Agree	Agree	Agree	Moderate	No
16	GOWTHAMI C	B.Com PROFESSIONAL ACCOUNTANTS	2nd Year (2019-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	High	None
17	SARANYAM	Commerce (CA)	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Agree	Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	High	None
18	PAVITHRA M.R	B.Com PROFESSIONAL ACCOUNTANTS	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Agree	Agree	Strongly Agree	Agree	Agree	Agree	Agree	Agree	Agree	Moderate	No
19	V.SOMNATHA	B.Sc Mathematics	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	High	None
20	ABIRAM H	B.Com PROFESSIONAL ACCOUNTANTS	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Moderate	None
21	SHANMUGAPRIYA S	B.Sc BIOCHEMISTRY	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Agree	Strongly Agree	Strongly Agree	High	course ppt
22	SNEHA A	B.Sc Mathematics	2nd Year (2019-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Agree	Agree	Strongly Agree	Agree	Agree	Strongly Agree	Agree	Agree	Moderate	Nil
23	TAMILARASU K	B.Com PROFESSIONAL ACCOUNTANTS	2nd Year (2019-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	High	None
24	MADHURVAD	B.Sc BIOCHEMISTRY	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	High	None
25	PRITHVISH K	B.Sc Mathematics	2nd Year (2019-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Strongly Agree	Agree	Agree	Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Moderate	Nil
26	ANUSUYA M	B.Sc Mathematics	2nd Year (2019-2021)	Boutique Management - (Costume Design and Fashion)	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Moderate	Nothing
27	PRADHARSHINI K	Commerce (CA)	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly Agree	Agree	Moderate	None
28	KAVYA V	B.Sc BIOCHEMISTRY	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Strongly Agree	Agree	Agree	Strongly Agree	Strongly Agree	Moderate	comments
29	OPANDRUPA G	B.Sc Mathematics	3rd Year (2018-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	High	It's already new year was too
30	KAVYA R	B.Com PROFESSIONAL ACCOUNTANTS	2nd Year (2019-2021)	Boutique Management - (Costume Design and Fashion)	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	High	was too



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Approved by UGC & AICTE, New Delhi & Re-accredited by NAAC  
An ISO 9001 : 2015 Certified Institution  
DBT Star College Scheme



NANJANAPURAM, ERODE - 638 107

## KASC ACADEMY OF EXCELLENCE

### Certificate

This Certificate is awarded to



**ASWATHI B**

III B.Sc COSTUME DESIGN AND FASHION (VOCATIONAL)

for the successful completion of the Certificate Course in  
**BOUTIQUE MANAGEMENT**

with A+ Grade conducted by the

Department of Costume Design and Fashion  
during the Academic Year 2020 - 2021



*K. G. Prathibha*

Course Coordinator

*Dr. N. Raman*

Convener  
Academy of Excellence

*Dr. N. Raman*

Principal

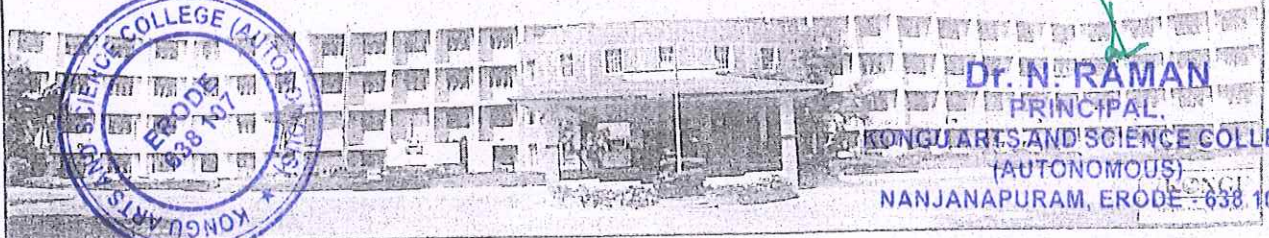
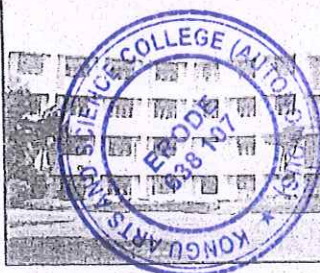
*Dr. N. Raman*

Correspondent

90 - 100 : A++ - Outstanding  
80 - 89 : A+ - Excellent

70 - 79 : A - Very Good  
60 - 69 : B+ - Good

50 - 59 : B - Average  
40 - 49 : C - Satisfactory



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