

**BRLT-005**  
**Internship and Viva-Voce**

# **Workbook**



**Indira Gandhi**  
**National Open University**



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## Expert Committee Members

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Ms. Brigitta Abraham, Senior Retail Consultant & Advisor, Retailers Association of India, Mumbai.  
Dr. Chetan Bajaj, Director, International School of Business & Media, Bangalore.  
Sh. Gibson G Vedamani, CEO, Retailers Association of India, Mumbai.  
Sh. K. Venugopal, M/s Canta Bell International (P) Ltd., New Delhi.  
Prof. Kamal Yadav, SOMS, IGNOU, New Delhi.  
Sh. Kripesh Hariharan, Vice President, Pantaloon Retail India Ltd., Bangalore.  
Dr. Krishnendu Sarkar, Head-Learning Services, NSHM Business School, Kolkata.  
Sh. Kumar Rajgopalan, Vice President, Retail Solutions, IBM India, Mumbai.  
Sh. Lawrence Fernandes, Director, Retail Learning, Retailers Association of India, Mumbai.  
Dr. Mamta Kapoor, Pantaloon Retail India Ltd., Bangalore.  
Prof. Nawal Kishore, SOMS, IGNOU, New Delhi.  
Prof. N.V. Narasimham, Director, SOMS, IGNOU, New Delhi.  
Dr. N.V.R. Nathan, Vice President IL&FS, Cluster Development Initiative Limited, Bangalore.  
Prof. Rammohan Rao, School of Management Studies, Andhra University, Waltair.  
Prof. Senam Raju, SOMS, IGNOU, New Delhi.  
Dr. Subhamaya Panda, Associate Professor, Institute of Management & Information Science, Bhubaneswar.  
Prof. Tapan K Panda, IIM, Indore.  
Prof. V. Venkata Ramana, Dean, School of Management Studies, University of Hyderabad, Hyderabad.  
Dr. Vijay Kumar, Lecturer, SOMS, IGNOU, New Delhi.  
Dr. V Venugopal Reddy, Regional Director, IGNOU Regional Centre, Delhi-I, New Delhi.  
Dr. Madhulika, Lecturer, SOMS, IGNOU, New Delhi.  
Dr. Rashmi Bansal, Lecturer, SOMS, IGNOU, New Delhi.

---

## Course Preparation Team

---

**Course Writer**

Mr. Gibson G Vedamani

**Course Editor**

Mr. Gibson G Vedamani

**Course Co-ordinator**

Dr. V. Venugopal Reddy  
Regional Director  
IGNOU Regional Centre, Delhi-I  
New Delhi.

**Programme Co-ordinators**

Dr. V. Venugopal Reddy  
Regional Director  
IGNOU Regional Centre, Delhi-I  
New Delhi.

Dr. Madhulika, Lecturer  
SOMS, IGNOU, New Delhi

Dr. Rashmi Bansal, Lecturer  
SOMS, IGNOU, New Delhi

---

## Print Production

---

**Mr. B. Natarajan**  
Deputy Registrar (P)  
MPDD, IGNOU

**Mr. S. Burman**  
Asst. Registrar (P)  
MPDD, IGNOU

**Mr. Sudhir Kumar**  
Section Officer (P)  
MPDD, IGNOU

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## CERTIFICATE OF ORIGINALITY

This is to certify that the Workbook BRLT-005 submitted to Indira Gandhi National Open University, Regional Centre \_\_\_\_\_ (specify the Regional Centre name) in partial fulfillment of the requirement for the evaluation and Viva-voce for the award of Diploma in Retailing is an authentic and original work carried out by Mr. / Ms. \_\_\_\_\_ under my supervision at the \_\_\_\_\_ (specify company & location).

\_\_\_\_\_

\_\_\_\_\_

The matter presented in the Workbook is genuine and original work done by the student during his / her Internship from \_\_\_\_\_ to \_\_\_\_\_ (specify dates & months) and has not been submitted either to this University or to any other University / Institute for the fulfillment of the requirements of any course of study.

Enrolment No. ....

Programme : DIR

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Signature of student

Signature of Supervisor

Date .....

Date .....

Name and Address of the student

Name, Designation and  
Address of the Supervisor  
(stamp with full address)

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Tel. No. ....

Mobile No. ....

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**NOTE:** TO BE FILLED-IN AND SUBMITTED TO THE IGNOU REGIONAL CENTRE CONCERNED AFTER COMPLETION OF THE INTERNSHIP BUT BEFORE VIVA-VOCE TO BE ATTENDED BY THE STUDENTS.



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## INTERNSHIP AND VIVA-VOCE

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The Internship (Training) is a mandatory requirement for all students of Diploma in Retailing for a period of six months. You will be attached to a Retail company in a particular location (City/Town) for undertaking the internship.

A Workbook has been prepared specifically for Internship. 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 Schedule to be supplied to you by the University-  
rai during Induction or as and when you report to a retail outlet for doing the Internship. You will be writing the Workbook periodically and, if necessary, seek the guidance of your Supervisor. You will also have to get your Workbook authenticated by the Supervisor periodically.

There will be a compulsory ten day counselling in two spells - each of five days during the study of one year. On the last day of the first counselling spell, you are required to attend a Viva-voce at the Study Centre attached to you or any other Study Centre to be decided by the University. However, the second Viva-voce will be held at the Regional Centre concerned or at any other Regional Centre to be decided by the University at the end of the completion of all courses. The second Viva-voce will be a comprehensive one wherein you will be asked specific questions about the knowledge and skills you have acquired both theoretically and practically during the course of your study and Internship.

*Module 1*  
**About the Company**

**Objectives :**

After working on this module, you will be able to:

- write down brief about the company's history and profile of activities;
- describe about the product-lines;
- explain the perception among customers about the company/group;
- identify competitors; and
- explain the future prospects of the company;

**Assignment 1:**

Write down a short brief about the company- its history, service proposition, product lines, perception amongst customers in the market, competitors, and future prospects.

*About the Company/Group:* \_\_\_\_\_  
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*Company History & Service Proposition:* \_\_\_\_\_  
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*About Competitors:* \_\_\_\_\_

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*Future Prospects:* \_\_\_\_\_

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***Additional Notes Module 1:***