

Maharana Pratap Mahavidyalay, Jungle Dhusad, Gorakhpur					
Course: B B A Retail, II Semester			Lesson Plan, Session 2024-25		Subject: Business Administration
Date	Lecture	Teacher	Course Code	Chapter	Topic
16.01.25	1	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Introduction: Marketing
16.01.25	1	Dr. Kshama Mishra	R108	Unit-1 Logistics	Nature and scope of Marketing
17.01.25	2	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Nature and scope of Marketing
17.01.25	2	Dr. Kshama Mishra	R108	Unit-1 Logistics	Selling V/s Marketing
18.01.25	3	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Importance of Marketing
18.01.25	3	Dr. Kshama Mishra	R108	Unit-1 Logistics	Marketing Environment: Concept
20.01.25	1	Dr. Kshama Mishra	R107	Unit-1 Introduction to E-Commerce	Introduction to E-Commerce: Meaning of Electronics Commerce
20.01.25	1	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Introduction to Retail Merchandise Management: Meaning and significance.
21.01.25	2	Dr. Kshama Mishra	R107	Unit-1 Introduction to E-Commerce	Business application of E-commerce
21.01.25	2	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Categorizing the Buying Process: Steps and importance.
22.01.25	3	Dr. Kshama Mishra	R107	Unit-1 Introduction to E-Commerce	Comparison with traditional commerce
22.01.25	3	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Setting Objectives for the Merchandising Plan: Key considerations.
23.01.25	4	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Selling V/s Marketing
23.01.25	4	Dr. Kshama Mishra	R108	Unit-1 Logistics	Marketing Mix
24.01.25	5	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Marketing Mix
24.01.25	-	Dr. Kshama Mishra	R108	Class Teaching	
25.01.25	-	Sakshi Chaubey	R106	Class Teaching	
25.01.25	5	Dr. Kshama Mishra	R108	Unit-1 Logistics	Logistics: Elements
27.01.25	4	Dr. Kshama Mishra	R107	Unit-1 Introduction to E-Commerce	Business Models in E-Commerce

27.01.25	4	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Determining the Assortment Planning Process: Concept and steps.
28.01.25	5	Dr. Kshama Mishra	R107	Unit-1 Introduction to E-Commerce	E- shops, E-procurement,E-Auction
28.01.25	-	Siddhartha Shukla	R109	Class Teaching	
29.01.25	-	Dr. Kshama Mishra	R107	Class Teaching	
29.01.25	5	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Understanding Buying Systems: Types and functionality.
30.01.25	6	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Marketing Environment: Concept
30.01.25	6	Dr. Kshama Mishra	R108	Unit-1 Logistics	Logistics: Activities Importance The work of Logistics
31.01.25	7	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Marketing Environment: Importance
31.01.25	7	Dr. Kshama Mishra	R108	Unit-1 Logistics	Logistics: Activities Importance The work of Logistics
01.02.25	8	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Marketing Environment Components :Economic
01.02.25	8	Dr. Kshama Mishra	R108	Unit-1 Logistics	Logistics interface with marketing
04.02.25	6	Dr. Kshama Mishra	R107	Unit-1 Introduction to E-Commerce	Value Chain Integrators
04.02.25	6	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Merchandise Classification: Definition and methods.
05.02.25	7	Dr. Kshama Mishra	R107	Unit-1 Introduction to E-Commerce	Information Brokerage
05.02.25	7	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Category Management: Meaning and key concepts.
06.02.25	8	Dr. Kshama Mishra	R107	Unit-1 Introduction to E-Commerce	Telecommunication
06.02.25	8	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Advantages of Category Management: Benefits for retailers.
07.02.25	9	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Marketing Environment Components : Demographic
07.02.25	9	Dr. Kshama Mishra	R108	Unit-1 Logistics	Logistics interface with marketing

08.02.25	10	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Marketing Environment Components :Technological
08.02.25	-	Dr. Kshama Mishra	R108	Class Teaching	
10.02.25	-	Sakshi Chaubey	R106	Class Teaching	
10.02.25	10	Dr. Kshama Mishra	R108	Unit-1 Logistics	Retail Logistics- Emerging Concept in Logoistics
11.02.25	9	Dr. Kshama Mishra	R107	Unit-1 Introduction to E-Commerce	Coaborations platforms
11.02.25	9	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Essential Elements of Category Management: Key components.
13.02.25	10	Dr. Kshama Mishra	R107	Unit-1 Introduction to E-Commerce	Electronic Payment System
13.02.25	-	Siddhartha Shukla	R109	Class Teaching	
14.02.25	-	Dr. Kshama Mishra	R107	Class Teaching	
14.02.25	10	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Drivers of Category Management: Factors influencing success.
15.02.25	11	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Marketing Environment Components : Natural
15.02.25	11	Dr. Kshama Mishra	R108	Unit-1 Logistics	Retail Logistics- Emerging Concept in Logoistics
17.02.25	12	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Marketing Environment Components : Socio-Cultural
17.02.25	12	Dr. Kshama Mishra	R108	Unit-2 Logistics Management:	Logistics Management: Definition
18.02.25	13	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Marketing Environment Components : Legal
18.02.25	13	Dr. Kshama Mishra	R108	Unit-2 Logistics Management:	Logistics Management: Evolution
19.02.25	11	Dr. Kshama Mishra	R107	Unit-2 E- Banking	E banking: Concept
19.02.25	11	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Financial Objectives of Merchandising: Key goals and strategies.
20.02.25	12	Dr. Kshama Mishra	R107	Unit-2 E- Banking	E banking: Operations
20.02.25	12	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Model Stock Plan: Concept and examples.
21.02.25	13	Dr. Kshama Mishra	R107	Unit-2 E- Banking	E banking: Online Fund Transfer

21.02.25	13	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Conflicts in Unit Stock Planning: Causes and resolutions.
22.02.25	14	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Marketing Environment Components
22.02.25	14	Dr. Kshama Mishra	R108	Unit-2 Logistics Management:	Logistics Management: Evolution
24.02.25	15	Sakshi Chaubey	R106	UNIT -1 Introduction of Marketing	Marketing Environment Components
24.02.25	-	Dr. Kshama Mishra	R108	Monthly Evaluation	
25.02.25	-	Sakshi Chaubey	R106	Monthly Evaluation	
25.02.25	15	Dr. Kshama Mishra	R108	Unit-2 Logistics Management:	Achievement of competitive advantage through logistics framework
27.02.25	14	Dr. Kshama Mishra	R107	Unit-2 E- Banking	E banking: RTGS
27.02.25	14	Siddhartha Shukla	R109	UNIT-1 Retail Merchandise Management	Merchandise Buying and Handling: Meaning and process.
28.02.25	15	Dr. Kshama Mishra	R107	Unit-2 E- Banking	Decision Making: Concept
28.02.25	-	Siddhartha Shukla	R109	Class Teaching	
01.03.25	-	Dr. Kshama Mishra	R107	Class Teaching	
01.03.25	15	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	Methods of Merchandise Buying: Overview of techniques.
03.03.25	16	Sakshi Chaubey	R106	UNIT-2 PRODUCT	Product : Concept
03.03.25	16	Dr. Kshama Mishra	R108	Unit-2 Logistics Management:	Achievement of competitive advantage through logistics framework
04.03.25	17	Sakshi Chaubey	R106	UNIT-2 PRODUCT	Product : Importance
04.03.25	17	Dr. Kshama Mishra	R108	Unit-2 Logistics Management:	Role of Logistics Management
05.03.25	18	Sakshi Chaubey	R106	UNIT-2 PRODUCT	Product Classification
05.03.25	18	Dr. Kshama Mishra	R108	Unit-2 Logistics Management:	Integrated Logistics Management
06.03.25	16	Dr. Kshama Mishra	R107	Unit-2 E- Banking	ATM etc
06.03.25	16	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	Basic Stock Method: Calculation and application.
07.03.25	17	Dr. Kshama Mishra	R107	Unit-2 E- Banking	Online Share Market Operations

07.03.25	17	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	Percentage Variation Method: Steps and importance.
08.03.25	18	Dr. Kshama Mishra	R107	Unit-2 E- Banking	Online Marketing
08.03.25	18	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	Week Supply Method: Concept and usage.
10.03.25	19	Sakshi Chaubey	R106	UNIT-2 PRODUCT	Product Mix Concept : Branding
10.03.25	19	Dr. Kshama Mishra	R108	Unit-2 Logistics Management:	Logistics Management: model
11.03.25	20	Sakshi Chaubey	R106	UNIT-2 PRODUCT	Product Mix Concept : Packaging
11.03.25	21	Sakshi Chaubey	R106	UNIT-2 PRODUCT	Product Mix Concept : Labeling
11.03.25	20	Dr. Kshama Mishra	R108	Unit-2 Logistics Management:	Logistics Management: model
11.03.25	-	Dr. Kshama Mishra	R108	Class Teaching	
17.03.25	22	Sakshi Chaubey	R106	UNIT-2 PRODUCT	Product Life Cycle
17.03.25	-	Sakshi Chaubey	R106	Class Teaching	
17.03.25	21	Dr. Kshama Mishra	R108	Unit-2 Logistics Management:	Logistics Management: Flow of Process activities
17.03.25	22	Dr. Kshama Mishra	R108	Unit-2 Logistics Management:	Logistics Management: Flow of Process activities
18.03.25	19	Dr. Kshama Mishra	R107	Unit-2 E- Banking	Web based advertising
18.03.25	20	Dr. Kshama Mishra	R107	Unit-2 E- Banking	Web based advertising: Concept
18.03.25	19	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	Stock-to-Sales Method: Calculation and significance.
18.03.25	20	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	Vendor Negotiations: Strategies for effective buying.
19.03.25	21	Dr. Kshama Mishra	R107	Unit-2 E- Banking	Web based advertising: Advantages
19.03.25	22	Dr. Kshama Mishra	R107	Unit-2 E- Banking	Types of Online Advertisement
19.03.25	21	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	Trade Discounts: Types and benefits.
19.03.25	-	Siddhartha Shukla	R109	Monthly Evaluation	
20.03.25	23	Dr. Kshama Mishra	R107	Unit-3 Search Engine	Search Engine- As an advertising media
20.03.25	-	Dr. Kshama Mishra	R107	Monthly Evaluation	

20.03.25	22	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	Quantity Discounts: Concept and calculation.
20.03.25	23	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	Promotional Discounts: Meaning and examples.
21.03.25	23	Sakshi Chaubey	R106	UNIT-3 PRICING STRATEGY	New Product Development Process
21.03.25	24	Sakshi Chaubey	R106	UNIT-3 PRICING STRATEGY	New Product Development Process
21.03.25	23	Dr. Kshama Mishra	R108	Unit-3 Logistics Strategy	Logistics Strategy
21.03.25	24	Dr. Kshama Mishra	R108	Unit-3 Logistics Strategy	Strategic Role of logistics
22.03.25	25	Sakshi Chaubey	R106	UNIT-3 PRICING STRATEGY	Pricing : Significance
22.03.25	26	Sakshi Chaubey	R106	UNIT-3 PRICING STRATEGY	Pricing : Factors affecting price of a product
22.03.25	25	Dr. Kshama Mishra	R108	Unit-3 Logistics Strategy	Definition of Logistics Strategy
22.03.25	26	Dr. Kshama Mishra	R108	Unit-3 Logistics Strategy	Role of Logistics Manager
01.04.25	27	Sakshi Chaubey	R106	UNIT-3 PRICING STRATEGY	Pricing : Policies
01.04.25	28	Sakshi Chaubey	R106	UNIT-3 PRICING STRATEGY	Pricing : Strategies
01.04.25	27	Dr. Kshama Mishra	R108	Unit-3 Logistics Strategy	Role of Logistics Manager in Strategic decision
01.04.25	28	Dr. Kshama Mishra	R108	Unit-3 Logistics Strategy	Strategy options
02.04.25	24	Dr. Kshama Mishra	R107	Unit-3 Search Engine	Search Engine optimization: Concept
02.04.25	25	Dr. Kshama Mishra	R107	Unit-3 Search Engine	Search Engine optimization: Techniques
02.04.25	24	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	Seasonal Discounts: Usage and advantages.
02.04.25	25	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	Cash Discounts: Importance and calculation.
03.04.25	26	Dr. Kshama Mishra	R107	Unit-3 Search Engine	E-mail marketing
03.04.25	27	Dr. Kshama Mishra	R107	Unit-3 Search Engine	Social Networking and marketing: Promotion
03.04.25	26	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	Delivery Terms: Key considerations in agreements.
03.04.25	27	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	In-store Merchandise Handling: Procedures and techniques.

04.04.25	28	Dr. Kshama Mishra	R107	Unit-3 Search Engine	Social Networking and marketing: Opinion etc
04.04.25	29	Dr. Kshama Mishra	R107	Unit-3 Search Engine	Viral Marketing
04.04.25	28	Siddhartha Shukla	R109	UNIT-2 Merchandise Buying & Handling	Merchandise Mix and Optimal Merchandise Mix: Constraining factors.
04.04.25	29	Siddhartha Shukla	R109	UNIT-3 Merchandise Management Planning	Merchandise Planning for Specialty Retailers: Strategies and challenges.
05.04.25	29	Sakshi Chaubey	R106	UNIT-3 PRICING STRATEGY	Distribution Channels and Physical Distribution
05.04.25	30	Sakshi Chaubey	R106	UNIT-3 PRICING STRATEGY	Meaning of Channel of Distribution
05.04.25	29	Dr. Kshama Mishra	R108	Unit-3 Logistics Strategy	Strategy options
05.04.25	30	Dr. Kshama Mishra	R108	Unit-3 Logistics Strategy	Lean strategy
07.04.25	31	Sakshi Chaubey	R106	UNIT-3 PRICING STRATEGY	Importance of Channel of Distribution
07.04.25	32	Sakshi Chaubey	R106	UNIT-3 PRICING STRATEGY	Types of Distribution Channels
07.04.25	31	Dr. Kshama Mishra	R108	Unit-3 Logistics Strategy	Agile Strategies
07.04.25	-	Dr. Kshama Mishra	R108	Class Teaching	
08.04.25	33	Sakshi Chaubey	R106	UNIT-3 PRICING STRATEGY	Factors affecting choice of distribution channel
08.04.25	-	Sakshi Chaubey	R106	Class Teaching	
08.04.25	32	Dr. Kshama Mishra	R108	Unit-3 Logistics Strategy	Other Logistics Strategies
08.04.25	33	Dr. Kshama Mishra	R108	Unit-3 Logistics Strategy	Designing logistical strategy
09.04.25	30	Dr. Kshama Mishra	R107	Unit-3 Search Engine	E-retailing: concept
09.04.25	31	Dr. Kshama Mishra	R107	Unit-3 Search Engine	E-retailing: Advantages
09.04.25	30	Siddhartha Shukla	R109	UNIT-3 Merchandise Management Planning	Merchandise Planning for Grocery and Food Retailing: Key aspects.
09.04.25	31	Siddhartha Shukla	R109	UNIT-3 Merchandise Management Planning	Replenishment Issues in Retail Segments: Solutions and examples.
11.04.25	32	Dr. Kshama Mishra	R107	Unit-3 Search Engine	E-retailing: Limitations
11.04.25	33	Dr. Kshama Mishra	R107	Unit-3 Search Engine	CRM

11.04.25	32	Siddhartha Shukla	R109	UNIT-3 Merchandise Management Planning	Labeling: Types of labels in merchandise.
11.04.25	-	Siddhartha Shukla	R109	Class Teaching	
12.04.25	32	Dr. Kshama Mishra	R107	Unit-3 Search Engine	Information Technology
12.04.25	-	Dr. Kshama Mishra	R107	Class Teaching	
12.04.25	33	Siddhartha Shukla	R109	UNIT-3 Merchandise Management Planning	Label Legislations: Key laws and compliance.
12.04.25	34	Siddhartha Shukla	R109	UNIT-3 Merchandise Management Planning	Label Writing: Techniques and standards.
15.04.25	34	Sakshi Chaubey	R106	UNIT-4 PROMOTION	Promotion: Nature and Importance
15.04.25	35	Sakshi Chaubey	R106	UNIT-4 PROMOTION	Communication Process
15.04.25	34	Dr. Kshama Mishra	R108	Unit-4 Quality Customer Service	Implementing logistical strategy
15.04.25	35	Dr. Kshama Mishra	R108	Unit-4 Quality Customer Service	Quality Customer Service
16.04.25	36	Sakshi Chaubey	R106	UNIT-4 PROMOTION	Types of Promotion : Advertising
16.04.25	37	Sakshi Chaubey	R106	UNIT-4 PROMOTION	Types of Promotion : Personal Selling
16.04.25	36	Dr. Kshama Mishra	R108	Unit-4 Quality Customer Service	Integrated Logistics
16.04.25	37	Dr. Kshama Mishra	R108	Unit-4 Quality Customer Service	Customer Service
17.04.25	38	Sakshi Chaubey	R106	UNIT-4 PROMOTION	Types of Promotion : Public Relations
17.04.25	39	Sakshi Chaubey	R106	UNIT-4 PROMOTION	Types of Promotion : Sales Promotion
17.04.25	38	Dr. Kshama Mishra	R108	Unit-4 Quality Customer Service	Customer Service: Important Elements
17.04.25	39	Dr. Kshama Mishra	R108	Unit-4 Quality Customer Service	The order cycle system
19.04.25	33	Dr. Kshama Mishra	R107	Unit-3 Search Engine	Tool to conducting Online Research: secondary research
19.04.25	34	Dr. Kshama Mishra	R107	Unit-3 Search Engine	Online focus groups web based surveys
19.04.25	35	Siddhartha Shukla	R109	UNIT-3 Merchandise Management Planning	Label Evaluation: Criteria and methods.
19.04.25	36	Siddhartha Shukla	R109	UNIT-3 Merchandise Management Planning	Case Studies on Labeling: Practical examples and lessons.
21.04.25	35	Dr. Kshama Mishra	R107	Unit-3 Search Engine	Data Mining from social networking sites

21.04.25	36	Dr. Kshama Mishra	R107	Unit-4 Enterprise Resource Planing	Enterpricse Resource Planning
21.04.25	37	Siddhartha Shukla	R109	UNIT-3 Merchandise Management Planning	Fabric Properties: Strength and durability.
21.04.25	38	Siddhartha Shukla	R109	UNIT-3 Merchandise Management Planning	Fabric Properties: Aesthetics, comfort, and performance.
22.04.25	37	Dr. Kshama Mishra	R107	Unit-4 Enterprise Resource Planing	Security issues in e-commerce
22.04.25	38	Dr. Kshama Mishra	R107	Unit-4 Enterprise Resource Planing	Security issues in e-commerce
22.04.25	39	Siddhartha Shukla	R109	UNIT-4 Apparel Merchandising	Apparel as Fashion: Role and importance in merchandising.
22.04.25	40	Siddhartha Shukla	R109	UNIT-4 Apparel Merchandising	Stages of Fashion Adoption: Overview and examples.
23.04.25	40	Sakshi Chaubey	R106	UNIT-4 PROMOTION	Types of Promotion : Advertising
23.04.25	41	Sakshi Chaubey	R106	UNIT-4 PROMOTION	Recent Development in Marketing: Social Marketing
23.04.25	40	Dr. Kshama Mishra	R108	Unit-4 Quality Customer Service	Distribution channels
23.04.25	41	Dr. Kshama Mishra	R108	Unit-4 Quality Customer Service	Distribution channels
24.04.25	42	Sakshi Chaubey	R106	UNIT-4 PROMOTION	Recent Development in Marketing: Online Marketing
24.04.25	43	Sakshi Chaubey	R106	UNIT-4 PROMOTION	Recent Development in Marketing: Direct Marketing
24.04.25	42	Dr. Kshama Mishra	R108	Unit-4 Quality Customer Service	Distribution function performed
24.04.25	-	Dr. Kshama Mishra	R108	Monthly Evaluation	
25.04.25	44	Sakshi Chaubey	R106	UNIT-4 PROMOTION	Recent Development in Marketing: Service & Green Marketing
25.04.25	-	Sakshi Chaubey	R106	Monthly Evaluation	
25.04.25	43	Dr. Kshama Mishra	R108	Unit-4 Quality Customer Service	types designing
25.04.25	44	Dr. Kshama Mishra	R108	Unit-4 Quality Customer Service	Logistical Packaging
26.04.25	39	Dr. Kshama Mishra	R107	Unit-4 Enterprise Resource Planing	Online frauds

26.04.25	40	Dr. Kshama Mishra	R107	Unit-4 Enterprise Resource Planing	Online frauds
26.04.25	41	Siddhartha Shukla	R109	UNIT-4 Apparel Merchandising	Fashion Life Cycle: Phases and strategies.
26.04.25	42	Siddhartha Shukla	R109	UNIT-4 Apparel Merchandising	Fashion Adoption and Diffusion: Key theories.
28.04.25	41	Dr. Kshama Mishra	R107	Unit-4 Enterprise Resource Planing	Privacy Issues
28.04.25	42	Dr. Kshama Mishra	R107	Unit-4 Enterprise Resource Planing	Privacy Issues
28.04.25	43	Siddhartha Shukla	R109	UNIT-4 Apparel Merchandising	Downward Flow Theory and Collective Selection Theory: Explanation and examples.
28.04.25	44	Siddhartha Shukla	R109	UNIT-4 Apparel Merchandising	Subcultural Leadership Theory and Communication Models: Key insights.
29.04.25	43	Dr. Kshama Mishra	R107	Unit-4 Enterprise Resource Planing	Cyber laws
29.04.25	44	Dr. Kshama Mishra	R107	Unit-4 Enterprise Resource Planing	Information Technology Act.
29.04.25	45	Siddhartha Shukla	R109	UNIT-4 Apparel Merchandising	Challenges of Retail Fashion: Identifying and adapting to challenges.
29.04.25	46	Siddhartha Shukla	R109	UNIT-4 Apparel Merchandising	Adapting Retail Practices in Fashion: Strategies for success.
30.04.25	45	Sakshi Chaubey	R106	UNIT-4 PROMOTION	Revision
30.04.25	46	Sakshi Chaubey	R106	UNIT-4 PROMOTION	Revision
30.04.25	45	Dr. Kshama Mishra	R108	Unit-4 Quality Customer Service	Revision
30.04.25	46	Dr. Kshama Mishra	R108	Unit-4 Quality Customer Service	Revision