

An Industrial Visit by PG Department of Commerce & Management

The Industrial visit for the students of B.Voc (Retail Management) Semester-II and IV was organized by P.G Department of Commerce and Management at Paras Downtown Square, Zirakpur, under the supervision of Prof. Jatinder Singh, on April 05, 2024. During the visit the students were taken to various retail outlets e.g. Big Bazaar, Pantaloons and Woodland. The students got to know the practicality of various retail management concepts like: Visual Merchandising, Store Display, Racks & Mannequins management and day to day operational procedures of these outlets. The industrial visit provided valuable insights into the working of a retail store. This visit was a significant educational opportunity for the students.



Sd/- Dr. Jasvir Singh

(Principal)