

**SYLLABUS FOR THE WRITTEN EXAM TOWARDS SALES & MARKETING POSITION PUBLISHED VIDE ADVERTISEMENT NO.2024/01 & 2024/02 DATED 08/02/2024**

**General awareness on India and Goa**

**Management Process and Organisational Behaviour**

**Introduction to Management**

History and Evolution of Management Thought, Organizational Environment: Political, Social, Technical, Environmental and its impact on managerial decision making, Management skills, Roles of Managers, Essential Management Functions, Decision making, Decision making models, Decision Trees, Errors in Decision making

**Organization Structure and Design**

Role in Individual and Interpersonal behavior at Work-place, Principles of Organizing, Controlling: Benchmarking standards, Controlling process, Tools and Techniques of Control, Culture and Behaviour: In the Context of Organizations, Indian Cultural Perspective, The Composite Indian Mindset

**Introduction to Determinants of Individual Behaviour**

Perception, Culture, Self & Personality, Attitudes, Theories/Models for understanding these determinants, Fundamentals of Interpersonal Behaviour: Group Dynamics, Tools for Interpersonal Analysis, Fundamentals of Leadership and Motivation: Application & Styles

**Organization Culture**

Dimensions, Organizational Citizenship Behaviour, Building sustainable Culture. Knowledge Organizations: Learning, Forms of Knowledge and Transfer, Organizational Change and Development, Models of Change, Conflict, and Negotiations, Power and Politics in Organization, Stress Management and positive Organizational Behaviour

**Business Research Methods**

**Introduction**

Research Problem, Framing of Research Question, Research Design, Qualitative Design, Descriptive Design, Experimental Design, Constructs, Variables, Statement of Hypotheses. Measurement and Scaling: Nominal, Ordinal, Interval and Ratio

**Data Collection**

Questionnaire Design, Data Collection, Nature of Sampling, Steps in Sampling, Probability Sampling, Non Probability Sampling, Determination of Sample Size

**Data Management and Basic Analysis**

Coding and Entering of Data, Managing Data, Methods of Analysis such as Descriptive Statistics, Frequencies, Cross Tabulation, T Tests, Analysis of Variance (ANOVA), Correlation

**Multivariate Analysis and Reporting**

Regression: Simple and Multiple Regression, Factor analysis, Cluster analysis, Interpretations of Results, Report Writing, Familiarity with the usage of a statistical package.

**Strategic Management****Introduction to Strategy**

Strategy meaning & importance, Strategy development process, Vision, Mission statements, Objectives of the company

**External and Internal Analyses of Firms**

Evaluating company's external environment (Porter's 5 Forces Analysis, Political Economic Social Technological Environmental Legal (PESTEL) Analysis), Evaluating company's internal environment (Strength Weakness Opportunity Threats (SWOT) Analysis), Resource capabilities, & Competitive environment

**Crafting Strategy**

Five Generic Competitive Strategies: Low cost, Broad Differentiation, Focussed Differentiation, Focussed Low Cost, Best Cost Strategy

**Strategy Implementation**

Strengthening company's competitive position, Strategies for international markets, Corporate Group strategy

**Marketing Management****Introduction to Marketing**

Role of Marketing, Core Concepts of Needs, Wants and Demands, Marketing Orientation of Companies, Strategic Planning and Marketing Management Process, External Environment including Customers and Suppliers  
Consumer markets, Theories of Consumption Behaviour, Buying Process and decision making process. Types of Buying behaviour; Organisational Buying behaviour; Industrial Market, Reseller Markets, Government Markets, Segmentation, Targeting and Positioning, Basis & Types of Segmentation

**Product Related Decisions**

Product Concept and Hierarchy, Product decisions, Branding and Packaging Decisions, New Product Development, Diffusion of Innovation, Product Life Cycle (PLC) concept, Strategies at stages of PLC, Strategies for Leaders, Followers, Challengers and Niches, Pricing and setting of Price, Methods of Pricing and initiating responses to Price Cuts

**Distribution and Marketing Communication**

Channels of Distribution: Role and Types of Channel, Distribution Channel: design, management and modification, Retailing and Wholesaling  
Advertising and Integrated Marketing Communication, Advertising decisions, Media decisions, Sales promotion and designing, Sales Management and Personal Selling, Digital Marketing and Social Media Marketing

**Marketing and Controls**

Marketing Plan, Process and Evaluation, Process Audits and Control of Marketing Decisions: Annual Plan Control, Profitability Control, Efficiency Control and Strategic Control