

Annexure-I

Indicative Syllabus for the post of Assistant Manager

a. (i) General Studies :

Questions on General Science will cover General appreciation and understanding of science including matters of everyday observation and experience, as may be expected of a well-educated person who has not made a special study of any particular scientific discipline. In current events, knowledge of significant national and international events will be tested. In History of India, emphasis will be on broad general understanding of the subject in its social, economic and political aspects. Questions on the Indian National Movement will relate to the nature and character of the nineteenth century resurgence, growth of nationalism and attainment of Independence. In Geography, emphasis will be on Geography of India. Questions on the Geography of India will relate to physical, social and economic Geography of the country, including the main features of Indian agricultural and natural resources. Questions on Indian Polity and Economy will test knowledge of the country's political system and Constitution of India, Panchayati Raj, Social Systems and economic developments in India. On general mental ability, the candidates will be tested on reasoning and analytical abilities.

(ii) Mental Ability Test

- * Analog Test
- * Numeric Test
- * Ordering Test

b. (i) Indian Language :

- ☒ Is to test the candidate's ability to read & understand serious discursive prose & to express his/her ideas clearly in English or Hindi.

(ii) Management :

- ☒ Management Information System: Conceptual foundations of Information System. Information Resource Management. System Development-Overview of Systems and Design. System Development Management life-cycle, Designing on-line and Distributed environments. Implementation and Control of Project. Trends in Information Technology. Managing Data Resources-Organising Data. DSS and RDBMS.
- ☒ Human Resource Development: Concept and Policies. Man-power planning; recruitment, Selection, training, development, promotion and transfer. Performance Management-job evaluation, job enrichment. Compensation Management. Employee Morale and Productivity. Management of Organisational Climate and Industrial Relations. Humans Resource Accounting and Audit.
- ☒ Managerial Function : Concept and foundations of Management, Managerial role and functions. Analysis of Environmental opportunities and threats, Formulation of Organisational Vision, Mission and Objectives. Decision Making.
- ☒ Management Control System : Basic concepts, Understanding strategic behaviour. Responsibility Centres, Strategic Planning, Preparation of budgets, Zero Based Budget, Analysis and Evaluation of Performance, Control System in Service Organization. Modern Control Methods, Controlling Global Enterprises: Transfer Pricing and Management of Risk.
- ☒ Marketing Management : Concept and strategy. Analysis of marketing environment and planning process. Understanding and selecting target markets: Marketing Research, Consumer Behaviour. Segmentation, Targeting and Positioning., Product management. Distribution channels and logistics. Public Distribution System. Marketing Communciation, Brand Management. personal selling and management of salesforce. Pricing decisions. Understanding competitive strategy. Design, implementation and control. Services and non-profit marketing. Social Marketing. Creating global competitive Advantage: Analysis, formulation, implementation and control. Evaluation of marketing function. Ethics in marketing: Consumer protection. E-Business.

c. (i) Indian Economics :

- *. Growth and Development: (1) Meaning and measurement of growth; Growth, distribution

and Welfare; (2) Characteristics of underdevelopment; (3) Stages of Development; (4) Sources of growth-capital, Human capital, population, productivity, Trade and aid, non-economic factors; growth Strategies, (5) Planning in a mixed economy-Indicative planning-Planning and growth.

- * Economic Statistics: Types of averages-measures of dispersion-correlation-Index numbers; types, uses and limitations.
- * Major problems, their dimensions, nature and broad causes; Mass poverty-Unemployment and its types-Economics effects of population pressure-Inequality and types thereof-Low productivity and low per capita income, Rural-urban disparities-Foreign Trade and payments imbalances. Balance of Payments and External Debt- Inflation, and parallel economy and its effects-Fiscal deficit.
- * Economic Planning in India : Major controversies on planning in India-Alternative strategies-goals and achievements, shortfalls of different plans-planning and the Market.
- * Broad Fiscal, monetary, industrial trade and agricultural policies-objectives, rationale, constraints and effects
- * Various Rural Development Programmes for poverty eradication.

c. (ii) Indian Agriculture

- ❏ Agriculture, its importance in national economy. Factors determining agroecological zones and geographic distribution of crop plants
- ❏ Importance of crop plants, cultural practices for cereal, pulses, oilseed, fibre, sugar, tuber and fodder crops and scientific basis for these crop rotations, multiple and relay cropping, intercropping and mixed cropping.
- ❏ Soil as medium of plant growth and its composition, mineral and organic constituents of the soil and their role in crop production; chemical, physical and microbiological properties of soils. Essential plant nutrients (macro and micro)-their functions, occurrence, cycling in soils Principles of soil fertility and its evaluation for judicious fertilizer use. Organic manures and bio-fertilizers, inorganic fertilizers, integrated nutrient management.
- ❏ Major problems, their dimensions, nature and broad causes; Mass poverty-Unemployment and its types-Economics effects of population pressure-Inequality and types thereof-Low productivity and low per capita income, Rural-urban disparities-Foreign Trade and payments imbalances. Balance of Payments and External Debt- Inflation, and parallel economy and its effects-Fiscal deficit.
