

**ANNEXURE-III****SCHEME AND SYLLABUS FOR THE POST OF MARKETING ASSISTANT IN  
TELANGANA STATE DAIRY DEVELOPMENT COOPERATIVE FEDERATION  
LIMITED****SCHEME**

<b>Written Examination (Objective Type)</b>	<b>No.of Questions</b>	<b>Duration (Minutes)</b>	<b>Maximum Marks</b>
Paper-I: General Studies and General Abilities	150	150	150
Paper-II: Marketing Management (PG Diploma Level)	150	150	150
<b>Total</b>			<b>300</b>

<b>Name of the Papers</b>	<b>Language of Examination</b>
Paper-I: General Studies and General Abilities	Bilingual i.e., English and Telugu
Paper-II: Marketing Management (PG Diploma Level)	English

**SYLLABUS****Paper-I: General Studies and General Abilities**

1. Current Affairs – Regional, National and International
2. International Relations and Events.
3. General Science; India's achievements in Science and Technology
4. Environmental issues and Disaster Management
5. Economy of India and Telangana
6. Geography of India with a focus on Telangana
7. Indian Constitution and Polity with a focus on local self-Government
8. Society, Culture, Heritage, Arts and Literature of Telangana
9. Policies of Telangana State
10. History of Modern India with a focus on Indian National Movement
11. History of Telangana with special emphasis on Movement for Telangana Statehood
12. Logical Reasoning, Analytical Ability and Data Interpretation
13. Basic English

## **Paper.II. Marketing Management: (P.G. Diploma Level)**

Marketing – Meaning and Definitions; Marketing interface with other functional areas; Marketing Environment – Micro and Macro -1. The microenvironment - The company, Suppliers, Marketing intermediaries, Competitors and market structures, Publics and Customers 2. The macro environment– Demographic, Economic, Natural, Technological, Political and Legal, Social and Cultural environment

Marketing Mix- Product, Price, Place and Promotion; Expanded Marketing Mix- People, Process and Physical.

Market Segmentation –Perceptual Mapping; Bases for Segmentation, Segmenting Consumer Markets; Market Targeting, Product Positioning, Positioning Strategies, Demand Measurement and Sales Forecasting Methods,

Marketing Research - Nature and scope of marketing research; Marketing research process; Primary and secondary data sources; Contact methods - personal interview, telephone interview, e-mail questionnaire and postal questionnaire; Specific marketing research techniques: group discussions, focus groups and consumer panels; Application of marketing research in various areas of marketing; Report writing

Consumer Markets: - Factors Affecting Consumer Behavior. Cultural factors, Social factors, Personal factors, Psychological factors - Stages in the Adoption Process, Industrial Markets – Characteristics

Decisions Involved in Product, Branding, Packaging, Product Line and Product Mix Decisions. New Product development, Product Life Cycle - Introduction stage, Growth stage, Maturity stage and Decline stage

Pricing – Significance and importance of Price in Marketing; Pricing Decisions- Factors influencing pricing decisions, Methods of pricing

Distribution Management - Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.

Promotion mix – Determining advertising budget; Types of Media and their advantages and disadvantages. Media selection; Measuring advertising effectiveness;

Personal Selling -Role and Importance of Personal selling; Steps in the selling process.

Sales Promotion - Sales promotion tools: off - shelf offers, price promotions, premium promotions, prize promotions.

Consumer Behaviour Decision Making –Problem recognition, Information Search, Evaluation of alternatives. Purchase decision and Post-purchase behaviour,

Services–Meaning of services, unique characteristics of services, Difference between services and tangible products; Classification of services.