



POST -4 MANAGER (CORPORATE PLANNING)

PAPER – A : FINANCE AND MARKETING

FINANCE

SR NO.	TOPIC
1	<p>Overview</p> <p>Accounting concepts, conventions and principles; Accounting Equation, International Accounting principles and standards; Matching of Indian Accounting Standards with International Accounting Standards.</p>
2	<p>Mechanics of Accounting</p> <p>Double entry system of accounting, journalizing of transactions; preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Policies related with depreciation, inventory and intangible assets like copyright, trademark, patents and goodwill.</p>
3	<p>Analysis of financial statement</p> <p>Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios ; Common Size Statement ; Comparative Balance Sheet and Trend Analysis of manufacturing, service & banking organizations.</p>
4	<p>Cash Flow Statement:</p> <p>Various cash and non-cash transactions, flow of cash, preparation of Cash Flow Statement and its analysis.</p>
5	<p>Management Accounting</p> <p>Introduction, Meaning of Management accounting ,The Role of Management Accounting , Management Accounting Framework , Functions of Management Accounting ,Tools of Management Accounting ,The Balanced Scorecard , Cost Management System , Value Added Concept , Merits of Management Accounting , Demerits of Management Accounting , Distinction between Management Accounting and Financial Accounting</p>
6	<p>Marginal Costing and Break Even Analysis:</p> <p>Introduction , Concept of Marginal Costing , Characteristics of Marginal Costing , Difference between Absorption Costing and Marginal Costing , Marginal Cost, Contribution , Cost Volume Profit (CVP) Analysis , Break Even Chart , Break Even Point, Profit Volume ratio or MCSR , Target profit , Margin of Safety , Application of Marginal cost , Limitations of Marginal cost</p>
7	<p>Sources of Finance and Investment Avenues</p>
8	<p>Standard Costing</p> <p>Introduction , Definition of Standard Costing, Meaning, Difference between Standard cost and Budgetary Control, Establishment of standards, Variance analysis, Material cost variance, Material price variance, Material usage variance , Material Mix variance, Material Yield variance, Direct labor variance, Labor Efficiency Variance, Labor Rate variance, Labor mix variance, Labor Yield Variance</p>
9	<p>Scope and Objectives of Financial Management , Time Value of Money</p>
10	<p>Cost of Capital , Capital Structure , Dividend Decisions</p>
11	<p>Capital Budgeting and Working Capital management</p>
12	<p>Strategic financial Management</p>

MARKETING	
SR NO.	TOPIC
1	Introduction Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning
2	Market Analysis and Selection Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behavior; consumer versus organizational buyers; Consumer decision making process
3	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process.
4	Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.
5	Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling
6	Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.
7	Marketing Research: Meaning and scope of marketing research; Marketing research process
8	Marketing Organisation and Control: Organising and controlling marketing operations.
9	Issues and Developments in Marketing Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing

Written exam will be held at Vadodara as per the schedule given below.

Exam Detail : **Written Exam will be consisting of TWO Papers, Paper I (200 Marks) and Paper II (100 Marks). Candidate has to give answers in OMR sheet by selecting answer from the given option A, B, C or D.**

Papers - I : **This paper would be of 200 marks and all the Questions will be Multiple Choice Questions may of either of One / Two/ Three/ Four or marks. Questions would be from the syllabus attached herewith.**

Papers - II : **This paper would be of 100 marks and all the Questions will be Multiple Choice Questions of One mark each. Questions would be from Basic Statistics, Basic Mathematics, Gujarati and English Grammar up to 10 standard level (Gujarat Board) as well as General Knowledge, Logical reasoning, Quantitative technics.**

Exam Center : **Deep Center for Post Graduate Studies (M Com Building)**
Donors' Plaza
Opp. M. S. University Office, Fatehgunj, Vadodara

Candidate is supposed to carry Driving License, Passport, Adhar Card and Election Card.