

**FURTHER DETAILS REGARDING MAIN TOPICS OF
PROGRAMME NO. 12/2015 (Item No. 6)**

**NON VOCATIONAL TEACHER – GENERAL
FOUNDATION COURSE (JUNIOR)**

VOCATIONAL HIGHER SECONDARY EDUCATION

(CATEGORY Nos. 11/2012)

Part I: Marketing Management

Nature, importance, objectives and functions of marketing - Market segmentation – Types of segmentation, steps in segmentation process, Consumer behaviour - consumer buying process, steps in buying process, factors influencing consumer behaviour - Customer Relationship Management - Components, principles and benefits of CRM - Marketing Research - Objectives - Market Positioning - principles and objectives of positioning - Market mix - meaning and importance

Product Management – Concept features and classification of product, product development stages, product life cycle, product mix - product mix variables - product line. Branding - importance and features of a good brand, kinds of brand - Trade Mark - meaning and features - Standardisation – meaning and objectives of standardisation – Packaging - importance and advantages of packaging - Pricing - basic principles and importance of pricing, factors affecting pricing decisions, price setting process, pricing methods

Product Promotion - meaning, promotion mix, meaning and factors influencing promotion mix, forms of promotion - Advertising - meaning, features, importance, functions and objectives of advertising, Advertisement copy, features and qualities of an advertisement copy – Sales promotion - personal selling - salesmanship - Distribution channels – importance and factors involved in creating distribution channels.

Corporate Social Responsibility and Ethics in Marketing - Recent trends in marketing - importance of direct marketing, e-marketing, tele marketing, virtual marketing, viral marketing, social marketing, de-marketing, re-marketing, synchro marketing and service marketing

Part II: Indian Economy

India as a developing economy—Features of underdevelopment and nature of Indian Economy— Demographic features of Indian economy—Changes and trends—Special features of 2011 census.

Objectives and strategies of planning in India—Development strategy of planning— Review of planning experiences in India— Strategies of 12th Plan—Dismantling planning Commission in India—NITI Aayog as an alternative to Planning commission— Problem of Poverty—Concept of Poverty Line—Trends and Pattern of Urban and Rural Poverty – Poverty alleviation Programmes—Problem of Unemployment—Trend and Pattern of Unemployment—Measures to solve unemployment—Rural development—Rural development Programmes in India—IRDP—NREP—RLEGP—MGNREGA.

Economic Policies Since independence—Industrial Policy-Industrial policy resolutions— New Industrial Policy (NIP) of 1991—Industrial Licensing Policy, 1991—MRTP Act 1969—Amendment in the MRTP Act in 1991—Competition Act, 2002 — Economic Reforms Since 1991—Structural Adjustment Reforms—Liberalisation-Privatization-Globalisation-Growth and Performance of Indian Economy before and after Liberalization—External Sector Reforms since 1991—Trade policy Reforms— Liberalisation of imports and exports—Global Crisis of 2008—India's Balance of Payments-composition of Balance of Payments-Current Account-Capital Account—Trend's in India's Balance of Payments.

Part III: Co-operative Management

Concept of co-operation - essential nature and objectives of co-operation – economic, social, ethical, political. Principles of co-operation - ICA principles, - Co-operative

banking structure in India. PACS-DCB-SCB -PCARDB-SCARDB objectives, functions, resources, lending operations. Role of national federations-NAFSCOB, NAFCUB, NCARDBF. Role of NABARD in co-operative credit.

Types of agri-business co-operatives - Co-operative farming societies - objectives, types and functions. Dairy co-operatives - types of dairy co-operatives - traditional v/s Anand pattern, features of APCOS. Regional unions and federation. Marketing co-operatives; objectives and functions, structure of co-operative marketing.. Role of national institutions in promotion of agri-business co-operatives - NAFED, NCDC, NDDDB.

Consumer co-operative movement in India- organisational structure. Objectives, functions and operations of primary stores, wholesale stores, state federations and national co-operative consumer federation. Housing co-operatives-origin, aims and objectives, different types and advantages.

Kerala Co-operative Societies Act 1969: Registration, amendment of byelaws, amalgamation and division. Members of co-operative societies - general body, representative general body, election to the committee, supersession of committee. Audit of societies - Audit memorandum, audit classification, audit certificate, audit fees.- Winding up and dissolution of co-operative societies. Multi State Co-operative Societies Act (2002) – objects, registration, rights and liabilities of members, management, audit, inquiry and winding up.

Part IV: Human resource Management

Importance, objectives, scope and functions of Human Resource Management - Human Resource Management System - need, importance and scope - Human Resource Policies – importance and types, Human Resource Planning - importance and objectives - Job Analysis and Design – objectives, process and techniques of Job Analysis - Job Description - Job Specification - methods of Job Design, recent Trends in Job Design

Recruitment and Selection - Process, sources and techniques of Recruitment, Recruitment Practices in India - Selection Process - steps in selection process - Placement and Induction - contents of Induction programme - Employee Training - concept, importance, objectives, methods and techniques of Training - Wage and Salary Administration - objectives, principles and factors influencing wage and salary administration, method of wage payment - Time wage system and piece wage system

Career Planning and Development - objectives and process of Career Planning - importance of Human Resource Development, differences between HRM and HRD - Performance Appraisal – importance, objectives and techniques of Performance Appraisal

Part V: Demand and Supply Analysis

Concept of Demand—Demand function—Law of demand- Exceptions to the law of demand—Individual demand and Market demand— Changes in demand vs Shift in demand — Elasticity of demand: price elasticity— Factors affecting price elasticity of demand—Income elasticity— Cross elasticity —Methods of measurement – Applications of elasticity of demand—Demand forecasting—Short term and long term demand forecasting— Methods of demand forecasting

Concept of Supply— determinants— Law of supply— Changes in supply— Factors affecting price elasticity of supply—Measurement of price elasticity of supply — Elasticity of supply and its uses— Market demand and Market supply- Equilibrium price —Applications of Demand and Supply—Maximum price legislation—Price Ceiling— Minimum price legislation—Price Floor

Part VI: Business Organisation & Management

Nature of business- divisions of business- - forms of business organisations- Management – meaning, nature and definition, Business environment – internal and external, Social responsibility – concept,. Planning –nature, steps in the process of planning, types of planning. Decision making – meaning and nature, process of decision making,

Organization – concept, delegation of authority, , line and staff authority. Motivation - meaning, theories of motivation. Group dynamics – definition, group behaviour, group processes and functions. Leadership –meaning and nature of leadership,– theories of leadership. Control – process – different types of control.

Entrepreneurship – meaning and importance, factors affecting entrepreneurship. Entrepreneurs- characteristics (traits), competencies, entrepreneurial motivation, Business opportunity identification, market assessment -marketing programme, market plan preparation. Business plan –Principles, format, procedure.

Organisational communication, meaning and objectives, communication process, directions of communication – downward, upward, horizontal and diagonal, formal vs. informal channels of communication – grapevine communication, principles of effective communication,

Industry & environment: Natural resources and associated problems. Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources.

Ecosystems; Concept of an ecosystem, Structure and function of an ecosystem.

Biodiversity and its conservation- Threats to biodiversity -Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Environmental Pollution- Cause, effects and control measures Solid waste Management: Causes, effects and control measures of urban and Industrial wastes. Social Issues and the Environment- from Unsustainable to Sustainable develop

Part VII: Project Management

Meaning and characteristics of a project, project classification, stages of project lifecycle - Identification, formulation, implementation and evaluation - Turnkey Projects, Generation and Screening of Project Ideas, SWOT analysis, monitoring the environment, corporate appraisal, preliminary screening, project rating index

Market and Technical Analysis: steps in marketing analysis, market survey - steps in market survey, sources of secondary information - Consideration for the choice of technology, various

aspects of technical analysis - material and utilities, product mix, plant capacity, location and site, machineries and equipments, environmental aspects, project charts and layouts; project implementation schedule.

Financial Estimates and Projections: cost of project, means of finance - share capital, term loans, debenture capital, deferred credit, incentive source, unsecured loans, public deposits, leasing, hire purchase; cost of production and its components, Working Capital - concept and importance, working capital requirements and its financing, projected cash flow statement, Projected Balance Sheet, Institutional Financing to entrepreneurs - IDBI, IFC, ICICI, IRBI, LIC, UTI, GIC, SFC, EXIM Bank, NABARD, SIDBI; Incentives and facilities to exporters, Investment Criteria – NPV, B/C ratio, IRR, Payback Period, ARR.

Part VIII: Service Sector and Economic development

Theories of structural transformation— Growing Importance of the Service Sector in India— Contribution of service sector to GDP growth in India— Sources of Service Sector growth — Transport— Energy — Technology— ICT - Research and Development— Health and Education —insurance — tourism—logistics and financial service. New Economic Policy and its Impact on Service Sector-

Part IX: Advanced Methodology of Teaching

Objective based instruction— Taxonomies of educational objectives—Contributions of Bloom, Krathwohl and Dave—Curriculum and syllabus—Principles of curriculum construction—Use of Support System in Teaching —Graphic aids—display boards—three dimensional aids, audio— visual aids—ICT and projected aids— Empowering Teacher—Personal qualities and professional competencies of a teacher—Programmes for professional development: seminars, symposia, workshops, paper presentation, publishing papers, in-service training, refresher courses and conducting research—Modern concept of evaluation—Types of evaluation — internal and external, formative and summative, continuous and comprehensive

Part X - General Knowledge, Current Affairs & Renaissance in Kerala

Salient Features of Indian Constitution

Salient features of the Constitution - Preamble- Its significance and its place in the interpretation of the Constitution.

Fundamental Rights - Directive Principles of State Policy - Relation between Fundamental Rights and Directive Principles - Fundamental Duties.

Executive - Legislature - Judiciary - Both at Union and State Level. - Other Constitutional Authorities.

Centre-State Relations - Legislative - Administrative and Financial.

Services under the Union and the States.

Emergency Provisions.

Amendment Provisions of the Constitution.

Social Welfare Legislations and Programmes

Social Service Legislations like Right to Information Act, Prevention of atrocities against Women & Children, Food Security Act, Environmental Acts etc. and Social Welfare Programmes like Employment Guarantee Programme, Organ and Blood Donation etc.

RENAISSANCE IN KERALA

Towards A New Society

Introduction to English education - various missionary organisations and their functioning- founding of educational institutions, factories, printing press etc.

Efforts To Reform The Society

(A) Socio-Religious reform Movements

SNDP Yogam, Nair Service Society, Yogakshema Sabha, Sadhu Jana Paripalana Sangham, Vaala Samudaya Parishkarani Sabha, Samathwa Samajam, Islam Dharma Paripalana Sangham, Prathyaksha Raksha Daiva Sabha, Sahodara Prasthanam etc.

(B) Struggles and Social Revolts

Upper cloth revolts.Channar agitation, Vaikom Sathyagraha, Guruvayoor Sathyagraha, Paliyam Sathyagraha. Kuttamkulam Sathyagraha, Temple Entry Proclamation, Temple Entry Act .Malyalee Memorial, Ezhava Memorial etc.

Malabar riots, Civil Disobedience Movement, Abstention movement etc.

Role Of Press In Renaissance

Malayalee, Swadeshabhimani, Vivekodayam, Mithavadi, Swaraj, Malayala Manorama, Bhashaposhini, Mathnubhoomi, Kerala Kaumudi, Samadarsi, Kesari, AI-Ameen, Prabhatham, Yukthivadi, etc

Awakening Through Literature

Novel, Drama, Poetry, *Purogamana Sahithya Prasthanam*, *Nataka Prashtanam*, Library movement etc

Women And Social Change

Parvathi Nenmenimangalam, Arya Pallam, A V Kuttimalu Amma, Lalitha Prabhu.Akkamma Cheriyan, Anna Chandi, Lalithambika Antharjanam and others

Leaders Of Renaissance

Thycaud Ayya Vaikundar, Sree Narayana Guru, Ayyan Kali.Chattampi Swamikal, Brahmananda Sivayogi, Vagbhadananda, Poikayil Yohannan(Kumara Guru) Dr Palpu, Palakkunnath Abraham Malpan, Mampuram Thangal, Sahodaran Ayyappan, Pandit K P Karuppan, Pampadi John Joseph, Mannathu Padmanabhan, V T Bhattathirippad, Vakkom Abdul Khadar Maulavi, Makthi Thangal, Blessed Elias Kuriakose Chaavra, Barrister G P Pillai, TK Madhavan, Moorkoth Kumaran, C. Krishnan, K P Kesava Menon, Dr.Ayyathan Gopalan, C V Kunjuraman, Kuroor Neelakantan Namboothiripad, Velukkutty Arayan, K P Vellon, P K Chathan Master, K Kelappan, P. Krishna Pillai, A K Gopalan, T R Krishnaswami Iyer, C Kesavan. Swami Ananda Theerthan , M C Joseph, Kuttippuzha Krishnapillai and others

Literary Figures

Kodungallur Kunhikkuttan Thampuran, KeralaVarma Valiyakoyi Thampuran, Kandathil Varghese Mappila. Kumaran Asan, Vallathol Narayana Menon, Ulloor S Parameswara Iyer, G Sankara Kurup, Changampuzha Krishna Pillai, Chandu Menon, Vaikom Muhammad Basheer. Kesav Dev, Thakazhi Sivasankara Pillai, Ponkunnam Varky, S K Pottakkad and others

GENERAL KNOWLEDGE AND CURRENT AFFAIRS

General Knowledge and Current Affairs

NOTE: - It may be noted that apart from the topics detailed above, questions from other topics prescribed for the educational qualification of the post may also appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper.