

SYLLABUS FOR POST OF:

Senior Manager (Marketing) (Postcode 15)

PART- I

General Aptitude

1. **Verbal Ability:** English grammar, sentence completion, verbal analogies, word groups, instructions, critical reasoning and verbal deduction.
2. **Numerical Ability:** Numerical computation, numerical estimation, numerical reasoning and data interpretation.

General Awareness

Indian History, Indian Polity, Indian Economy, Indian Geography, Current Affairs(National & International)

Business & Managerial Skills

Introduction to Business Activities, Understanding Service Industries, Marketing Products and Services, Customer Relations, Understanding Business Activities, Basic Marketing

PART- II

CORE AREA

MARKETING: Advertising and Sales Promotion, Business-to-Business Marketing, Competition and Globalisation, Consumer Behaviour, International Marketing, Internet Marketing, Marketing Decision Models, Marketing Fair, Marketing in Practice, Marketing Law, Marketing Research, Pricing Management , Product and Brand Management, Retail Management, Rural Marketing, Sales and Distribution Management, Services Marketing, Strategic Marketing

Knowledge of any one of the telecom domain:

1. Lease lines, carrier business and MPLS VPN business
2. Data security and cloud services, ICT solutions and SI Business
