

**FURTHER DETAILS REGARDING MAIN TOPICS OF  
PROGRAMME NO. 11/2015/ONLINE (Item Nos. 1 & 2)**

**DEPUTY GENERAL MANAGER**

**(PART I – GENERAL CATEGORY &  
PART II – SOCIETY CATEGORY)**

**KERALA STATE CO-OPERATIVE BANK LIMITED**

**(CATEGORY Nos. 101/2010 & 102/2010)**

**Part I - General Knowledge, Current Affairs, Facts about India  
& Facts about Kerala**

**Facts about India**

Geography of India- Physical Features- Climate-Soils- Rivers- Famous Sites – Etc.  
Demography- Economic and Social Development-Poverty Alleviation-Economy and Planning-  
Etc. History of India- Period from 1857 to 1947- National Movement- Etc.

**Current affairs**

Important World, National and Regional Events related to the Political and Scientific fields,  
Sports, Cinema and Literature etc.

**Facts about Kerala**

Geographical Facts- Physical Features- Climate-Soils- Rivers- Famous Sites – Etc.

**Renaissance of Kerala**

**Important Events/ Movements/Leaders**

Brahmananda Swami Sivayogi, Chattampi Swami, Sree Narayana Guru, Vagbhatananda,  
Thycaud Ayya, Ayya Vaikundar, Poikayil Yohannan (Kumara Guru), Ayyankali, Pandit  
Karuppan, Mannathu Padmanabhan, V.T.Bhattathirippad, Dr. Palpu, Kumaranasan, Vakkom  
Moulavi, Blessed Kuriakose Elias Chavara, Etc

## **Part II - Operations Research, Human Resources Management, Marketing Management**

**1. Operations Research :** Linear Programming – Transport Problem, Assignment Problem, Game Theory – Network Analysis – CPM/PERT – Inventory Control : Selective Inventory Control, EOQ Model.

**2. Management :** Meaning, Characteristics, Principles – Planning: Objectives, Strategies – Decision making – Organizing – Organizational Structure – Leadership – Motivation – Communication – Control

**3. Human Resource Management :** Recruitment and Selection – Training and Development - Compensation – Man Power Planning

**4. Marketing Management :** Micro and Macro Environment – Concepts of Marketing – Market Segmentation – Product Life Cycle – Marketing Mix.

## **Part III - Accounting, Financial Management, Company Accounts and Banking**

**1. Accounting:** Basic Accounting Concepts – Capital & Revenue, Financial Statements – Partnership Accounts : Admission, Retirement and Death.

**2. Financial Management:** Ratio Analysis – Cost Volume Profit Analysis – Cost of Capital – Capital Structure – Capital Budgeting – Working Capital Management – Dividend Policy – Make or Buy Decision.

**3. Company Accounts:** Issue and Forfeiture of Shares, Valuation of Shares.

**4. Banking:** Reserve Bank – Commercial Banks – Development Banks – Co-operative Banks – Banking Regulation Act – Modern Trends in Insurance.

***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.***