

**FURTHER DETAILS REGARDING MAIN TOPICS OF
PROGRAMME NO. 10/2015 (Item No. 34 & 35)**

MARKETING ORGANISER

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

**KERALA CO-OPERATIVE MILK MARKETING
FEDERATION LIMITED**

(CATEGORY Nos. 47/2013, 48/2013)

PART I

Module I

Marketing Management - Introduction to Marketing- Marketing Management-Customer Satisfaction - Market Research -Product mix- Market Environment - Consumer Behaviour -Buying Behaviour- Market Segmentation -Targeting and Positioning-Products, Brands & Services - Marketing Channels - Retailing & Wholesaling, IMC & Advertising- Sales Promotion & P.R

Module II

Recent trends in Marketing - Direct marketing - E marketing - Tele marketing - M Business - Relationship marketing- Concept Marketing - Virtual Marketing - Marketing of FMCG - Social Marketing - De marketing - Pve marketing - green marketing-Synchro marketing - Service marketing - Societal Marketing -Customer Relationship Management (CRM) - Rural Marketing - Digital Marketing- Online Marketing- Global Marketing / International Marketing - Marketing -mix strategy for global marketing -Holistic Marketing, Emotional Marketing experiential marketing. Event Marketing, Consumerism, Marketing Ethics.

Module III

Co-operative Movement in India and Kerala - Principles of co-operation- Different types of co-operatives - Co-operative marketing and processing Societies -Linking of credit with marketing - Dairy co-operatives-Milk Producers Co-operative Society-NDDB-Operation Flood, AMUL, APCOS, MILMA- objects ,Funds, Organizational structure, Management, Division of Profit, Regional Milk Producers Union, Cattle Mortality Fund, Co-operative Agricultural Marketing, NAFED, NCDC, MAKETFED & CONSUMERFED.

Module IV

Co-operative Administration and Accounts- Administrative set up of co-operative dept. in Kerala - Co-operative management- Co-operative marketing and Five year plans, Co-operative marketing with special reference to Kerala - Co-operative Education and Training - Kerala Co-operative Societies Act 1969- Registration of co-operatives, Bye laws, membership, procedure, election procedure to constitute Board of Directors, Supersession, Surcharge, State participation in Co-operatives, Division of Profit, Audit classification, Liquidation of co-operatives - co-operative accounting. - Books and Registers kept by co-

operatives as per Kerala Co-operative Societies Act and Rules- Trial Balance - Preparation of Trial balance - Practical problems - Final Accounts - Statutory forms - preparation of Trading, Profit and Loss Account and Balance Sheet of consumer, marketing, housing, dairy, primary agricultural credit societies - Disposal of Net Profit -Co-operative Audit

Module V

Basics of Financial Accounting - Accounting- Types of accounting information- Users of Accounting information and their needs - Double Entry system - Bases of Account - Cash basis, accrual basis and hybrid basis - Basic Accounting Terms - Fundamental of Accounting Assumption -Accounting Principles - Accounting Standards-Concept and objectives - Financial Statements - Trading and Profit and Loss Account - Balance Sheet -Adjustments in preparation of Financial Statements - Preparation of Trading and profit and Loss - Account and Balance Sheet.

Module VI

Banking - Banking Regulation Act, 1949- Basic Terms -Business Permitted -Business Prohibited -Capital -Reserves -Indian Banks- Licensing -Branches -Maintain Liquid Assets -Advances -Management -Liabilities- Credit Creation- Cooperative Banks- Fines & Penalties- Credit Control- Reserve Bank of India, 1935- Introduction-Role-Scheduled banks- Departments- Credit Information-Non Banking Financial Institutions(NBFC)- Commercial Banking Vs Development Banking , - RTGS (Real Time Gross Settlement): Credit Card.

Module VII

Human Resource Management - Definition - Features of HRM - Process of HRM, System Approach to HRM - Human Resource Planning - Need for HR Planning Significance, Nature of HR Planning, Levels and Process of HR Planning, limitations of HR Planning -Human Resource Information System - Recruitment and Selection - Source of Recruitment, Recruitment Policy - Steps in selection procedure, interview process - Training and Development - Meaning and purpose of training- Benefits of training to organization and employees.-Need and importance of executive Development - Method of Executive Development, Training programs and types.

Module VIII

Business Management - Nature of management - Development of management thought -Approaches to management - Policy, Procedure, Methods and Rule - Planning - Forecasting - Objectives and M.B.O.- Decision Making - Organisation - Delegation of authority and decentralization - Departmentalization - Span of management - Organisation charts and manuals - Staffing - Performance appraisal - Training and Development - Job analysis and evaluation - Directing - Motivation - Leadership - Supervision - Communication -Controlling- Co-ordination.

Part II: General Knowledge and Current Affairs

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, Malayalee Memorial, Ezhava Memorial etc.

Malabar riots, Civil Disobedience Movement, Abstention movement etc.

Role Of Press In Renaissance

Malayalee, Swadeshbhimani, 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 Prasthanam, Library movement etc

Women And Social Change

Parvathi Nenmenimangalam, Arya Pallam, A V Kuttimalu Amma, Lalitha Prabhu, Akkamma

Cheriyar, 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 Thampuram, KeralaVarma Valiyakoyi Thampuram, 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.