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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

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