

MARKETING MANAGEMENT PAPER - VII

SECTION 1

Marketing: Meaning, Concept, Objectives, Process, Functions, Marketing Vs Selling, Marketing Environment, Marketing Planning Process, Marketing Information System, Market Segmentation, Targeting and Positioning, Consumer Behaviour, Market Demand and Sales Forecasting, Product Planning and Development including Product Life Cycle.

SECTION 2

Branding: Meaning, Function, Types, Strategies; Brand Equity; Packaging: Objectives, Types; Labelling and Standardisation of Products; Marketing Research, Pricing Decision, Channel of Distribution, Marketing Communication and Promotion Mix, Advertising and Sales Promotion.

SECTION 3

Personnel Selling: Meaning, Characteristics, Importance, essentials and Limitation; Direct Marketing; Consumerism: Consumer Rights, Consumer Protection and Laws Related to Consumer Protection in India, Service Marketing: Characteristics, Classification and Service Quality.

SECTION 4

Customer Relationship Management: Origin, Features and Importance; Green Marketing: Environmental Standards, Eco-Labelling and Eco Mark; Logistics and Supply Chain Management.

Approved
Bhishu
24/07/2021
24.07.21

S. P. Rao
24/7/2021

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HUMAN RESOURCE MANAGEMENT PAPER - VIII

SECTION 1

Human Resource Management: Meaning, Nature, Evolution, Concepts, Features, Approaches, Functions, Scope, HRD, HRM in India, Human Resource Planning: Objectives, Steps, Process, Uses, Limitation. Job Analysis: Meaning, Process, Importance, Job Description and Job Specification.

SECTION 2

Recruitment and Selection Process, Recruitment Policy, Orientation or Induction, Training: Need, Importance, Methods, Process.

SECTION 3

Career Planning: Objectives, Process, Advantages, Succession Planning; Performance Appraisal: Meaning, Features, Process, Types, Potential Appraisal; Job Evaluation: Concepts, Principles, Methods, Compensation Management, Wage and Salary Administration.

SECTION 4

Industrial Relations: Scope, Measures, Causes, Weapons, Trade Unions, Employee Discipline; Labour Welfare: Meaning, Features, Approaches, Objectives, Principles, Types, Benefits, Scope, Importance, Agencies in Labour Welfare in India.

Approved

RSK
24/07/2021

24.7.21

S. P. Rao
24.7.2021

AE
24.07.2021

PRODUCTION AND OPERATION MANAGEMENT PAPER - IX

SECTION 1

Production and Operations Management: Evolution, Objectives, Scope, Production Organisation, Decision Making in Production and Operation Management, Types of Production System; New Product Development: Process, Services Design: Characteristics; New Product Development Strategies.

SECTION 2

Plant/Facility Location: Definition, Significance, Objectives, Types; Site Selection, Site Evaluation Process; Location Analysis Technique and Behavioural Impacts in Facility Location; Facility/Plant Layout: Definition, Objectives, Types, Advantages and Disadvantages of layout, Factors affecting Layout.

SECTION 3

Demand Forecasting: Need, Categories and Level of Forecasting, Methods of Forecasting Demand, Material Handling: Definition, Function, Importance, Principles; Selection and Types of Material Handling Equipments, Plant Layout and Material Handling; Purchasing: Objectives, Functions, Parameters, Procedures; Purchasing Organisation.

B SECTION 4

TQM: Elements and Principles, Statistical Quality Control, Six Sigma, Quality Management Tools; Inventory: Meaning, Types, Principles, Applications, EOQ, Inventory Control; Production Planning and Control: Characteristics, Objectives, Importance, Procedure, Level, Advantages.

Approved

Blisk
24/07/2021
24.7.21

S. P. K. Rao
24/7/2021

AE
24.07.2021

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BANKING AND INSURANCE PRACTICES

PAPER - X

SECTION 1

Origin of Banks and Banking, Banking in India, Nationalisation, Liberalisation, Evolution and Functions of Commercial Banks in India, Banking Structure, Reserve Bank of India.

SECTION 2

Types of Bank Accounts, Features of Banking Deposit Practices, Loans, Bank Lending, Loan Policy, Types and Methods of Granting Advances, Lien, Pledge, Mortgage Loan, Hypothecation, Difference between Loans and Advances.

SECTION 3

Investment: Process, Problems and Decision Making, Investment Policy, Preparation of Cheque, Endorsement, Bill of Lading, Government Securities, Exchange Traded Funds.

SECTION 4

Banking Regulation Act Applicable to Banking Companies to Public Sector Banks, Provisions Under Banking Regulation Act, 1949. Structure and Function of Reserve Bank of India, Monetary Policy, Financial Market, Foreign Exchange Reserve Management, Money Market, Rural Credit.

Approved
Rishi
24/07/2021
24.7.21

S. Ramesh
24/7/2021

A. S.
24.07.2021

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BUSINESS ORIENTED COMPUTER APPLICATION PAPER - XI

SECTION 1

System: Concept, Characteristics, Elements, Types; Information System: Evolution, Impact, Level of Management, Decision Making, Information System in Business, Management Information System (MIS).

SECTION 2

System Development Life Cycle (SDLC), Planning: Six P's, Advantages and Limitations; Controlling: Meaning, Objectives, Types, Elements, Process, Nature, Principles, Limitations.

SECTION 3

System Planning: Meaning, Need, Information Gathering and Prototyping; Structured Analysis: Meaning, Need, Data Flow Diagram, Decision Trees, Weighting System Performance and Cost Characteristics; System Design.

SECTION 4

File Structure, File Organisation, Data Structure, Data Types, Database Management System, System Security, Threats to System Security, Risk Analysis and Control Measures, System Failures and Recovery, Ethics in System Development.

Approved

Bhish

24/07/2021

24.07.21

S. Rao

24/7/2021

A. S.

24.07.2021

placed before BOS management on date 24.07.2021

ENTREPRENEURSHIP DEVELOPMENT PAPER - XII

SECTION 1

Entrepreneurship: Meaning, Definition, Characteristics and Types; Entrepreneur and Entrepreneurship; Entrepreneurs and Managers; Entrepreneur and Intrapreneur; Entrepreneurial Motivation.

SECTION 2

Entrepreneurship Development: Product Identification, Site Selection, Plant Layout, Project Profile; Market Survey and Research; Steps to Start an Industry.

SECTION 3

Mean and Definition of Small Business, Role and Performance of Cottage and Small Scale Industries, Economic Reforms and Liberalisation; Role of Financial Institutions: Central and State Level.

SECTION 4

Problems of Entrepreneurship; Industrial Sickness: Symptoms, Causes, Consequences and Remedial Measures to Overcome Sickness.

Approved

Shikha
24.7.21

S. R. Rao
24.07.2021

AC-1
24.07.2021