

RAJASTHAN PUBLIC SERVICE COMMISSION, AJMER

SYLLABUS FOR COMPETITIVE EXAMINATION FOR THE POST OF ASSISTANT PROFESSOR IN APPLIED ARTS FOR COLLEGE EDUCATION DEPARTMENT

PAPER – II

Unit I: Business Organization and Branding –

- Types and Forms of Business Organization: Service, merchandising, and manufacturing businesses, Sole proprietorship, partnership, corporation, limited liability company, cooperative.
- Integrated Marketing Communications (IMC): Meaning, Brand communication in IMC, Components of IMC: foundation, corporate culture, brand focus, consumer experience, communication tools, promotional tools, integration tools.
- Branding: Definition and significance of a brand, the brand-building process, differentiating between brand and product, Strategies for developing a strong brand name, Brand extensions and co-branding.

Unit II: Customer Relation, Segmentation and Targeting-

- Customer Relationship Management (CRM): Introduction to CRM and its objectives, Importance and need for CRM, Customer value, satisfaction, and loyalty, Total Quality Marketing (TQM) implementation.
- Customers, Market Segmentation, and Targeting: Introduction to customers and their significance in marketing, Requirements for effective market segmentation, Segmentation variables and competitive advantages.

Unit III: Consumer Behaviour and Promotion-

- Consumer Motivation Process: Understanding consumer motivation and needs, Products and their role in satisfying consumer needs, Promotion appeals and their impact on consumer behaviour.
- Promotional Planning: Introduction to promotional planning, Identifying the target audience, Crafting effective promotional messages, Measuring the effectiveness of promotional efforts.

Unit IV: Public Relations and Sales Promotion-

- Public Relations and Promotion: Introduction to public relations and its importance, techniques and strategies for effective Promotion.
- Sales Promotion: Importance of sales promotion (SP or POP) in marketing, Various sales promotion techniques and tools.
- Online and Digital Sales Promotion Strategies: Leveraging digital channels for sales promotion activities, Online discounts, limited-time offers, and flash sales, Social media promotions, influencer collaborations, and user-generated content campaigns, Personalized offers and targeted promotions based on customer data.

Unit V: Organizational Buying Behaviour-

- Buyer Behaviour: Introduction to organizational buyer behaviour, Characteristics of organizational buyers, Different types of organizations and their buying behaviour, Models of organizational buyer behaviour.
- Ethical and Sustainability Considerations in FMCG Organizational Buying: Discussion of ethical and sustainable practices in FMCG purchasing decisions, Examination of how organizational buyers consider factors like environmental impact, social responsibility, and ethical sourcing in their buying behaviour.

Note: - Pattern of Question Paper

1. Objective type paper
2. Maximum Marks: 75
3. Number of Questions: 150
4. Duration of Paper: Three Hours
5. All questions carry equal marks.
6. Medium of Competitive Exam: Bilingual in English & Hindi
7. There will be Negative Marking.