

RAJASTHAN PUBLIC SERVICE COMMISSION, AJMER

SYLLABUS FOR COMPETITIVE EXAMINATION FOR THE POST OF ASSISTANT PROFESSOR IN BUSINESS ADMINISTRATION FOR COLLEGE EDUCATION DEPARTMENT

PAPER-II

1: Legal Aspects of Business-

- The Indian Contract Act, 1872- Essentials of valid contract, Offer and Acceptance, Consideration, Free consent, Void and Voidable agreements, Discharge of contract.
- The Sale of Goods Act, 1930- Sale and Agreement to sell, Conditions and Warranties, Transfer of ownership in goods, Performance of Contract.
- The Companies Act, 2013- Formation of company, Memorandum of Association, Articles of Association, Prospectus, Raising capital, Raising debt- funds, Book building, Management of companies, Board of Directors, Key management personnel; Dividend payment; Accounts and Audit; Winding up.
- Secretarial Practice- Board and Shareholder's meetings, drafting notices, Proposals, Conducting meetings, Recording minutes, corporate reports, Compliance reports.
- The Indian Trade Union Act, 1926.
- The Payment of Wages Act, 1936.
- The Minimum Wages Act, 1948.
- The Factories Act, 1948.
- The Industrial Disputes Act, 1947.
- The Consumer Protection Act, 1986.

2: Marketing Management-

- Marketing Management: Concept, Importance, Scope, Approaches to Marketing, Marketing process, Marketing Environment, Social, Legal and Ethical Issues in Marketing.
- Product Planning: Product Policy, Decisions, Brands and Trade Marks, Packaging, Product Planning in India, Brand Equity.

- Pricing: Factors to be considered in Pricing, Pricing Objectives and Strategy, Breakeven Analysis, Price Maintenance, Discount Policy, Special Selling Terms, Credit Terms.
- Channels of Distribution: Types of Channels, Evaluating the Major Channel Alternatives, Channels of Distribution in India.
- Advertising and Sales Promotion, Advertising Programmes, Advertising strategies, Media management, Impact assessment, Sales Promotion Tools and Techniques, Sales Forecasting, Direct Marketing, Event Management, Integrated Marketing Communication, Customer Relationship Management.
- Market Segmentation, Market Analysis, Market Research.
- Trends in Marketing: Service Marketing, Green Marketing, Digital Marketing, Rural Marketing, Social Media Marketing.
- Sales Management: Sales Planning and Organization, Salesmanship, Sales Evaluation and Control.
- Consumer Behavior: Buying Process, Buying Decision, Making Process, Perception, Attitude, Consumer involvement, Consumerism.
- Supply Chain Management: Logistic activities, Logistic mix, and Logistic organization.
- Export marketing: Regulation, Facilitation and Documentation.
- International Marketing: Nature, Importance, Scope, Domestic and international marketing, International marketing environment.

3: Corporate Governance and Business Environment-

- Social and Cultural environment of business- Company and Stakeholders, Ownership and Control, Shareholder activism, Diversity, Foreign Institutional Investors.
- Corporate Governance, Board of Directors- Composition. Independence, Board Committees- Role and functions.
- Social Responsibility of Business- CSR Strategies, CSR Activities.
- Business and Corporate Ethics- Code of ethics, Ethical dilemmas, Crony Capitalism, Whistle Blower Policy, Insider trading.
- Legal Environment of Business, Changing Dimensions of Legal Environment, Intellectual Property Rights.

- Environment Protection, Government Policy on Environment, Water (Prevention and Control of Pollution) Act, 1974, Air (Prevention and Control of Pollution) Act, 1981, Environment (Protection and Control of Pollution) Act, 1988.
- Globalization: Its implications, Competition Act, 2002.
- Spirituality and Management: Concept of spirituality, Indian Ethos and Values, Application of Yoga in Management, Meditation and Management of Stress.
- Concept of Entrepreneurship, Characteristics, Role of Entrepreneurship in Economic Development, Competence and Qualities of Entrepreneur Small Business Management: Characteristics.
- Ecommerce: Characteristics, Process, Key drivers of Ecommerce, Elements, Standards, Technologies, Ecommerce Models, Mobile Commerce.

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 English & Hindi.**
7. **There will be Negative Marking.**