

**Syllabus for the post of  
Assistant Professor- Marketing, Maharashtra Education Services,  
Group - A (Collegiate Branch)**

Steps of Exam: Written Exam - 200 Marks

Interview - 50 Marks

Level: - Degree

No. of Questions: - 100

Medium: English

No. of Marks: - 200

Nature of Paper - Objective Type

Duration: - 1 hour

Final merit list will be prepared by considering the marks obtained in Written Test & Interview.

### **SYLLABUS**

Marketing environment and Environment scanning; Marketing Information Systems and Marketing research; Understanding consumer and industrial markets; Demand Measurement and Forecasting; Market Segmentation-. Targeting and Positioning; Product decisions, Product mix,

Product Life Cycle; New product development; Branding and Packaging; Pricing methods and strategies.

Promotion decisions-Promotion mix; Advertising; Personal selling; Channel management; Vertical marketing systems; Evaluation and control of marketing effort; Marketing of services; Customer relation management;

Uses of internet as a marketing medium-other related issues like branding. market development, Advertising and retailing on the net.

New issues in Marketing.

Marketing-Concept; Nature and Scope; Marketing myopia; Marketing mix; Different environments and their influences on marketing; Understanding the customer and competition.

Role and Relevance of Segmentation and Positioning; Static and Dynamic understanding of BCG Matrix and Product Life Cycle; Brands-Meaning and Role; Brand building strategies; Share increasing strategies.

Pricing objectives; Pricing concepts; Pricing methods .

Product-Basic and Augmented stages in New Product Developments

Test marketing concepts

Promotion mix-Role and Relevance of advertising Sales promotion-media planning and management Advertising-Planning. execution and evaluation

Different tools. used in sales promotion and their specific advantages and limitations

Public Relations-Concept and Relevance

Distribution channel hierarchy; Role of each member in the channel; Analysis of business potential and evaluation of performance of the channel members

Wholesaling and Retailing-Different types and the strengths of each one; Emerging issues in different kinds of retailing in India

Marketing research-sources of information; Data collection; Basic tools used in data analysis; Structuring a research report

Marketing to organisations-Segmentation models; Buyer behaviour models; Organisational buying process

Consumer Behaviour theories and models and their specific relevance to marketing managers

Sales Function-Role of technology in automation of sales function Customer relationship management including the concept of 'Relationship marketing'

Use of internet as a medium of marketing; Managerial issues in reaching consumers/organisation through internet.

Structuring and managing marketing organisations.

Export Marketing-Indian and global context.