

**COAL INDIA LIMITED**  
**RECRUITMENT OF MANAGEMENT TRAINEES 2016-17**  
**SYLLABUS FOR PAPER-I :COMMON FOR ALL DISCIPLINES**

**General Knowledge/awareness**

Everyday Science, Scientific Research, Sports, Indian Culture, Indian History, Indian national movement, World & Indian Geography, Natural resources Indian Economy, Indian Polity, Indian Constitution, National & International current affairs, Environment, India's Agriculture, Trade & Commerce, Basic Information technology.

**Numerical ability**

Number System, decimals, fractions and relationships between numbers, Percentage. Ratio & Proportion, Square roots, Averages, Interest, Profit and Loss, Discount, Mixture and Allegation, Time and distance, Time & Work, Basic algebraic identities of School Algebra, , Factor, Heights and Distances. A.P. & G.P. Series

**Reasoning**

Analogies, similarities and differences, space visualization, spatial orientation, problem solving, analysis, judgement, decision making, Visual memory, discrimination, observation, relationship concepts, arithmetical reasoning and figural classification, arithmetic number series, non- verbal series, coding and decoding, Word Building statement conclusion, syllogistic reasoning ,puzzle, Venn Diagrams , Space Visualization , Symbolic/Number Classification, Figural Classification etc.

**General English**

Error recognition, fill in the blanks (verbs, Preposition etc.) synonyms, antonyms, spelling/detecting Mis-spelt words, idioms & phrases, one word substitution, sentences structure, Sentence completion, shuffling of sentence parts, shuffling of sentences in a passage, comprehension passage

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**SYLLABUS FOR PAPER-II : PUBLIC RELATIONS(Post Code 27)**

**UNIT-1: PUBLIC RELATION**

- Public Relations: Definitions, PR as a communication function.
- Difference between PR, Propaganda and Public Opinion, Advertising.
- PR as a two way communication, process of PR, PR in different sectors like Govt., Non-Govt.
- Publics in Public Relations, Management of Crisis by PR. PR communication and how to be effective PR communicator.

**UNIT-2: PR PUBLICS**

- Types of PR Public: Internal and External
- PR Tools, Press Conference, Press Releases, Journals
- Code of ethics of PR, Laws pertaining to Press.

**UNIT-3: ADVERTISING**

- Definitions, Scope Functions, historical development
- Types of Advertising
- Ethical Aspects of Advertising, Law and Advertising.
- Advertising and Marketing

**UNIT-4: Advertising Agency**

- Structure and Functions and Types of Advertising Agency
- Advertising Appeals, media Selection and copy writing-newspapers, magazines,
- Radio, Television, Outdoor.
- Advertising testing and research.