

**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 : SALES & MARKETING(Post Code 24)**

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-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

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