KARNATAKA STATE ELIGIBILITY TEST (K-SET)
FOR LECTUERSHIP

Subject: MANAGEMENT

Subject Code: 10

Note:
There will be two question papers, Paper-II and Paper-III. Paper II will have 50 objective Type Questions (Multiple choice, Matching type; True/False, Assertion-Reasoning type) carrying 100 marks. All the 50 questions are compulsory and have to be marked in OMR sheet. Paper III contains seventy five (75) objective type questions (Multiple choice, Matching type; True/False, Assertion-Reasoning type) of two (2) marks each. All the 75 questions are compulsory and have to be marked in OMR sheet.

SYLLABUS

Paper-II

Unit-I
Managerial Economics-Demand Analysis
Production Function
Cost-output relations
Market structures
Pricing theories
Advertising
Macro-economics
National Income concepts
Infrastructure-Management and Policy
Business Environment
Capital Budgeting

Unit-II
The concept and significance of organisational behaviour-Skills and roles in an organization - Classical, Neo-classical and modern theories of organisational structure-Organisational design
Organisational development

Unit-III
Concepts and perspectives in HRM; HRM in changing environment Human resource planning-
Objectives, Process and Techniques Job analysis-Job description
Selecting human resources
Induction, Training and Development
Exit policy and implications
Performance appraisal and evaluation
Potential assessment
Job evaluation
Wage determination
Industrial Relations and Trade Unions
Dispute resolution and Grievance management
Labour Welfare and Social security measures

Unit-IV
Financial management-Nature and Scope
Valuation concepts and valuation of securities
Capital budgeting decisions-Risk analysis
Capital structure and Cost of capital
Dividend policy-Determinants
Long-term and short-term financing instruments Mergers and Acquisitions

Unit-V
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.

**Unit-VI**
Role and scope of production management; Facility location; Layout planning and analysis; Production - planning and control-production process analysis; Demand forecasting for operations; Determinants of product mix; Production scheduling; Work measurement; Time and motion study; Statistical Quality Control.
Role and scope of Operations Research; Linear Programming; Sensitivity analysis; Duality; Transportation model; Inventory control; Queueing theory; Decision theory; Markov analysis; PERT /CPM.

**Unit-VII**
Probability theory; Probability distributions- Binomial, Poisson, Normal and Exponential; Correlation and Regression analysis; Sampling theory; Sampling distributions; Tests of Hypothesis; Large and small samples; t, z, F, Chi-square tests.
Use of Computers in Managerial applications; Technology issues and Data processing in organizations; Information systems; MIS and Decision making; System analysis and design; Trends in Information Technology; Internet and Internet-based applications.

**Unit-VIII**
Concept of corporate strategy; Components of strategy formulation; Ansoff's growth vector; BCG Model; Porter's generic strategies; Competitor analysis; Strategic dimensions and group mapping; Industry analysis; Strategies in industry evolution, fragmentation, maturity, and decline; Competitive strategy and corporate strategy; Transnationalization of world economy; Managing cultural diversity; Global Entry strategies; Globalisation of financial system and services; Managing international business; Competitive advantage of nations; RTP and WTO.

**Unit-IX**
Concepts-Types, Characteristics; Motivation; Competencies and its development; Innovation and Entrepreneurship; Small business-Concepts Government policy for promotion of small and tiny enterprises; Process of business opportunity identification; Detailed business plan preparation; Managing small enterprises; Planning for growth; Sickness in Small Enterprises; Rehabilitation of sick enterprises; Intrapreneurship (organisational entrepreneurship).

**Unit-X**
Ethics and Management system; Ethical issues and analysis in management; Value based
organisations; Personal framework for ethical choices; Ethical pressure on individual in
organisations; Gender issues; Ecological consciousness; Environmental ethics; Social
responsibilities of business; Corporate governance and ethics.

**Paper-III**

[ Elective / Optional ]

**Elective-I**

Human Resource Management (HRM)-. Significance; Objectives; Functions; A diagnostic
model; External and Internal environment; .
Forces and Influences; Organizing HRM function.
Recruitment and Selection-Sources of recruits; Recruiting methods; Selection procedure;
Selection tests; Placement and Follow-up.
Performance Appraisal System-Importance and Objectives; Techniques of appraisal system;
New trends in appraisal system.
Development of Personnel-Objectives; Determining Needs: Methods of Training &
Development programmes; Evaluation.
Career Planning and Development-Concept of career; Career planning and development
methods.
Compensation and Benefits-Job evaluation techniques: Wage and salary administration; Fringe
Benefits; Human resource records and audit.
Employee Discipline-importance; causes- and forms; Disciplinary action; Domestic enquiry .
Grievance Management-Importance: Process and Practices; Employee Welfare and Social
Security Measures.
Industrial Relations-Importance; Industrial conflicts; Causes; Dispute settlement machinery.
Trade Unions-Importance of Unionism; Union leadership; National Trade Union Movement.
Collective Bargaining-Concept; Process; Pre-requisites; New trends in collective bargaining.
Industrial Democracy and Employee Participation-Need for industrial democracy; Pre-requisites
for industrial democracy; Employee Participation-. Objectives; Forms of Employee
Participation.
Elective-II
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 organizations - 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.
Elective-III
Nature and scope of Financial Management
Valuation Concepts-Risk and Return; Valuation of securities; Pricing theories-Capital asset pricing model and Arbitrage pricing theory Understanding financial statements and analysis there of Capital budgeting decisions; Risk analysis in capital budgeting .and Long-term sources of finance
Capital structure-Theories and Factors; Cost of capital
Dividend Policies-Theories and Determinants
Working Capital Management-Determinants and Financing: Cash management; Inventory management; Receivables management
Elements of Derivatives
Corporate risk management
Mergers and Acquisitions  International Financial Management

Elective-IV

India’s Foreign Trade and Policy; Export promotion policies; Trade agreements with other countries; Policy and performance of Export zones and Export-oriented units; Export incentives
International marketing logistics: International logistical structures; Export Documentation framework; Organization of shipping services; Chartering practices; Marine cargo insurance.
International financial environment; Foreign exchange markets; Determination of exchange rates; Exchange risk measurement; International Investment; International capital markets: International Credit Rating Agencies and Implications of their ratings.
WTO and Multilateral trade agreements pertaining to trade in goods: trade in services and TRIPS; Multilateral Environmental Agreements (MEAs); International Trade Blocks-NAFTA, ASEAN, SAARC, EU, WTO and Dispute Settlement Mechanism.
Technology monitoring; Emerging opportunities for global business. •...