



Haryana Public Service Commission
Bays No. 1-10, Block-B, Sector-4, Panchkula

ANNOUNCEMENT

It is hereby announced for the information of candidates who have applied for the 02 posts of Deputy General Manager (Marketing and Export Division) (Class-I) in Haryana State Agricultural Marketing Board in response to Advt. No. 3 (7)/2017 published on 07.12.2017 that the Commission has decided to hold Recruitment/Screening Test for the above said post followed by viva-voce. Accordingly, the syllabus for the Screening/ recruitment test will be as under:-

Syllabus for the recruitment/shortlisting test:-

Marketing and Marketing Management:

Nature, scope and concept of marketing; Corporate orientations towards the marketplace; Marketing Mix; Understanding 4 A's of Marketing; Marketing Environment and Environment Scanning; Marketing Information System and Marketing Research; Understanding Consumer and Industrial Markets; Market Segmentation, Targeting and Positioning. Product decisions: Product concept and classification, product mix, product life cycle, new product development; Product branding, packaging and labeling decisions; Pricing decisions: Factors affecting pricing decisions, setting the price, Pricing strategies and methods. Distribution Channels and Logistics Management: nature, types and role of intermediaries; Channel design decisions, Channel behavior and organization, Channel management decisions, Logistics management decisions. Marketing communication and promotion decisions: Factors influencing promotion mix; Advertising decisions; Personal Selling; Sales force management; Sales promotions; Publicity and Public relations.

Export Procedures and Promotion:

Export Preliminaries, Documentation in international trade: Aligned Documentation System (ADS); Commercial documents, Regulatory documents, Documents related to goods, shipment, payment, inspection and legal regulated documents, Official machinery for consultation. India's Foreign Trade Recent Trends, and Directional Pattern in the Global Context, objectives of foreign trade policy, Structure and Equilibrium of India's Balance of Payments, major exports and imports, prohibited and restricted items. Merchandise Exports from India Scheme (MEIS), Service Exports from India Scheme (SEIS), export promotion capital goods (EPCG) scheme, schemes for exporters of gems and jewelry, Duty exemption / remission schemes : duty free import authorization scheme (DFIA), deemed exports. Role of State Trading Organizations, Specific Service Institutions, Quality complaints and other trade Disputes, Role of EXIM Bank of India, Export Promotion Councils, Role of central board of excise and custom, Role of WTO in India' sforeign trade policy. Special Economic Zones, Agriculture Export Zones, Export Oriented Units electronics hardware technology parks (EHTPS), software technology parks (ST-PS) scheme and bio-technology parks (BTPS), Ministry of Commerce, organization and Role of DGFT in India's tradepolicy

Scheme of the Recruitment/Screening Test:-

The Examination shall be of two hour duration comprising 100 MCQs (Multiple Choice Questions) in English Language only, carrying one mark each (total marks being 100). There shall be no negative marking.

Note: This announcement is also available on Commission's website i.e. <http://hpsc.gov.in>.

Dated: 12.12.2019.

Dy. Secretary
Haryana Public Service Commission
Panchkula