

**FURTHER DETAILS REGARDING MAIN TOPICS OF  
PROGRAMME NO. 11/2013 (Item No.3 &4)  
DEPUTY GENERAL MANAGER  
DISTRICT CO-OPERATIVE BANK (ERNAKULAM)  
(CATEGORY NO. 471/2010 & 472/2010)**

**Part.I. Facts about India**

Geography of India- Physical Features- Climate-Soils- Rivers- Famous Sites – Etc  
Demography- Economic and Social Development-Poverty Alleviation-Economy  
and Planning-Etc

History of India- Period from 1857 to 1947- National Movement- Etc.

**Part.II. Facts about Kerala**

Geographical Facts- Physical Features- Climate-Soils- Rivers- Famous Sites – Etc  
**Renaissance of Kerala**

Important Events/ Movements/Leaders

Brahmananda Swami Sivayogi, Chattampi Swami, Sree Narayana Guru, Vagbhatananda,  
Thycaud Ayya, Ayya Vaikundar, Poikayil Yohannan (Kumara Guru), Ayyankali, Pandit  
Karuppan, Mannathu Padmanabhan, V.T.Bhattathirippad, Dr. Palpu, Kumaranasan,  
Vakkom Moulavi, Blessed Kuriakose Elias Chavara, Etc

**Part.III Operations Research, Human Resources  
Management, Marketing Management**

**1.Operations Research :** Linear Programming – Transport Problem,  
Assignment Problem, Game Theory – Network Analysis – CPM/PERT –  
Inventory Control : Selective Inventory Control, EOQ Model.

**2.Management :** Meaning, Characteristics, Principles – Planning:  
Objectives, Strategies – Decision making – Organizing – Organizational  
Structure – Leadership – Motivation – Communication – Control

**3.Human Resource Management :** Recruitment and Selection –  
Training and Development - Compensation – Man Power Planning

**4.Marketing Management :** Micro and Macro Environment – Concepts of  
Marketing – Market Segmentation – Product Life Cycle – Marketing Mix.

## **Part.IV Accounting, Financial Management, Company Accounts and Banking**

**1. Accounting :** Basic Accounting Concepts – Capital & Revenue, Financial Statements – Partnership Accounts : Admission, Retirement and Death.

**2.Financial Management :** Ratio Analysis – Cost Volume Profit Analysis – Cost of Capital – Capital Structure –Capital Budgeting – Working Capital Management – Dividend Policy – Make or Buy Decision.

**3.Company Accounts :** Issue and Forfeiture of Shares, Valuation of Shares.

**4.Banking :** Reserve Bank – Commercial Banks – Development Banks – Co-operative Banks – Banking Regulation Act – Modern Trends in Insurance.

***NOTE: - It may be noted that apart from the topics detailed above, questions from other topics prescribed for the educational qualification of the post may also appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper.***