

**DETAILED SYLLABUS FOR THE POSTS OF MARKETING MANAGER
(FERTILIZER) (KERALA STATE CO-OPERATIVE MARKETING FEDERATION
LTD) (CAT.NO. : 373/2025)**

Total Marks: 100

PART I : DIPLOMA IN CO-OPERATION (50 Marks)

Module 1: Origin and Development of Co-operation and principles of cooperation **(5 Marks)**

Origin and Development of Co-operation- Features - Different aspects of Co-operation-Economic, Social and Morale. Co-operation and other Economic Systems- Capitalism- Socialism and Communism -Co-operatives and other Forms of Business Organizations- Distinctive Features of a Co-operative Organization vis-À-vis Partnership and Joint Stock Companies- A Cooperative as an Institution and as an Enterprise - Cooperative Common Wealth.- Principles of Cooperation Principles of Cooperation Contributed By Rochdale Pioneers, Karve Committee And International Cooperative Alliance - Comparison of Cooperation With Capitalism And Socialism - International Cooperative Alliance - Cooperative Day, Cooperative Week, Cooperative Flag, Cooperative Journals.

Module 2: Administration and Management of Cooperatives **(10 marks)**

Administrative Set up of Co-operative Department in Kerala - State Level - District level and Thaluk level - Powers and Responsibilities of Co-operative Department - Conferment of Powers of Registrar - Functional Registrars in Kerala - Need for Separating Administration from Audit - Employment Opportunities in Cooperative Sector - Selection Procedure. Meetings Including General Body Meeting - Election, Duties, Responsibilities and Workings of Management Committee- Books and Records of Societies- Role of Registrar of Cooperatives - Bye Law And Amendment - Membership - Inquiry , Inspection and Supervision - Cooperative Audit - Special Features of Cooperative Accounting- Books and Registers Kept by Co-operatives as per Kerala Co-operative Societies Act and Rules

Module 3: Co-operative Audit **(5 Marks)**

Co-operative Audit - Definition - Objectives - Scope - Advantage - Difference between Audit of Co-operative Societies and Joint Stock Companies - Special Features of Co-operative Audit Administrative Set Up for Co-operative Audit - Types of Audit - Preparations for Audit and Framing of Audit Programme - Stages of Practical Audit - Mechanical Audit- Administrative Audit- Preparation of Final Statements - Reconciliation of Bank Accounts - Co-operative Auditor - Duties - Powers and Liabilities - Audit Report - Audit Certificate - Audit Classification - Assessment and Levy of Audit Fees.

Module 4: Winding Up and Dissolution of Cooperative Societies **(5 Marks)**

Winding Up And Dissolution Of Cooperative Societies - Procedure For Liquidation Circumstances Of Winding Up - Appointment, Power Of Liquidator - Disposal Of Records Of Winding Up Of A Society - Cancellation Of Registration Of A Society

Module 5: Types of Cooperatives in Kerala

(5 Marks)

Organizational Structure of Cooperatives in Kerala – Types of Cooperative Credit Institutional Structure in Kerala - Agriculture and Non-Agriculture Societies – Credit and Non-Credit Credit Societies – Short Term and Long Term Credit Institutions In Kerala - PACS- Kerala Bank – NABARD – Federal Cooperatives in Kerala - Dairy Co-operative Societies and their Federations- Fishery Co-operatives and their Federations - Housing Cooperatives and their Federations - Consumer Co-operatives and their Federations - Industrial Co-operatives and their Federations - Handlooms and Power looms – Coir – Handicrafts and Workers Co-operatives etc.

Module 6: Cooperative legislative Movement in Kerala: **(5 Marks)**

History of Cooperative Legislations in Kerala, Historical Background, Cochin Cooperative Societies Act, Madras Cooperative Societies Act, Travancore Cochin Cooperative Societies Act, Features Of Kerala Cooperative Societies Act 1969

Module 7: Cooperative Movement in India **(5 Marks)**

History of Cooperative Legislations in India, Evolution Of Cooperative Legislations In 1904, Features Of Cooperative Societies Act 1912, Committees and Commissions of Cooperation in India, Cooperative sector development after 1947- Management and Working of Major Cooperative Organizations and Institutions in - Aid of Cooperatives - NAFED, IFFCO, KRIBCO, NABARD, NDDB, NCDC, and National Housing Bank and other National Organizations Providing Assistance to Housing Co-operatives.

Module 8: History of Cooperative Movement in Foreign Countries: **10 Marks**

Cooperative Movement In England , Robert Owen And His Contributions- Doctrine Of Circumstances, Cooperative Colony, Labour Exchange, Dr. William King, Rochdale Pioneers, Cooperative Wholesale Store, Cooperative Movement In Denmark , Dairy Cooperatives, Cooperative Bacon Factory, Cooperative Poultry Society, Cooperative Movement In Germany, Contributions Of Hermann Schultze, F.W. Raiffeisen, Cooperative Movement In Japan, Agriculture Cooperative Associations, Cooperative Union, Fisheries Cooperative Association, Central Cooperative Bank, Consumer Cooperatives, Cooperative Movement In Russia, Cooperative Collective Farms, Consumer Cooperatives, Cooperative Movement In China, 1st Stage 1912 To 1936, Second Stage 1937-1949, 2nd Stage 1937 To 1949, Industrial Cooperatives In New China, Agricultural Cooperatives In China, The Cooperative Forbundet (KF), Agricultural Cooperatives, Swedish Dairy Association(SMR)

PART II : MBA- MARKETING (50 Marks)

Module I - Management: Process of management – planning – types of plans – organizing –organization design – structure & process – line & staff – delegation – centralization and decentralization – directing and controlling – control techniques. Functions of management in the context of globalization and opening up of economy – Coping with economic downturns

(10 Marks)

Module II - Introduction to Marketing: Concept - nature and importance of marketing - evolution of marketing concept- marketing organization and control systems - organizing marketing department - marketing control techniques - annual plan control - profitability control - strategic control

(10 Marks)

Module III - Basics of Marketing: Consumer and business markets - buying roles - steps involved in buying process - factors influencing buying decision - consumer adoption process - changing pattern of consumer behaviour -Marketing Research and Selecting the Target Markets: Marketing Information System and Research - demand estimation and sales forecasting - market segmentation - targeting and positioning – levels and patterns of segmentation

(10 Marks)

Module IV - Marketing mix concepts1: Product and Pricing Decisions: Concept of product - product line and product mix -new product development - packaging and labelling - Branding - Concepts of branding, brand types, brand equity, branding strategies- product life cycle stages and strategic marketing decisions - Services marketing - Pricing concepts, factors influencing price decisions - pricing strategies

(10 Marks)

Module V - Marketing mix concepts 2: Promotion and Distribution Decisions: Promotion mix - integrated marketing communication- advertising - sales promotion - personal selling - publicity - public relations - direct marketing - distribution channels - physical distribution systems - channel intermediaries - channel management - wholesaling and retailing - retail marketing

(10 Marks)

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.