

DETAILED SYLLABUS FOR THE POST OF MARKETING SUPERVISOR
IN KERALA STATE POULTRY DEVELOPMENT CORPORATION LIMITED

(Cat.No.: 222/2021)

(Total – 100 Marks)

Module I:

Process of management – planning – types of plans – organizing – organization design – structure & process – line & staff – delegation – centralization and decentralization – directing and controlling – control techniques.

(10 marks)

Module II:

Communication process – Factors affecting communication – Channels of communication – barriers to effective communication – Improving interpersonal and organization communication

(10 marks)

Module III:

Financial Statements– Meaning – Objectives –The structure and contents of financial statements– The profit and loss account and the Balance Sheet.

(10 marks)

Module IV:

Techniques of Financial Statement Analysis: Ratio analysis-(problems)-Types of ratios-Ratios to understand the financial status and performance of an organization- Ratios and their uses.

(10 marks)

Module V:

Role of operations Capacity planning, Aggregate Production Planning methods Quality-Dimensions, Cost of quality, Total Quality Management- TQM tools. Benchmarking, Kaizen, Employee empowerment, JIT. Quality management Systems- ISO 9000, ISO 14000, BIS. Short term scheduling.

(10 marks)

Module VI:

Production Planning and Control, Materials Management: Inventory control techniques, Purchase decision- MRP-I, MRP-II, ERP. Make or Buy decision. Vendor management. Supply Chain Management- Drivers of Supply Chain Performance. supplier performance appraisal.

(10 marks)

Module VII:

Forecasting & Planning. Forecasting methods, factors affecting forecasts – Materials planning, Materials Cycle and Flow Control Systems, Materials Budget- Purchasing: Purchasing organization, duties of purchasing department, centralized and localized Purchasing, purchasing policies, budgets, methods of purchasing, buying factors, source selection, source development, make or buy decision.

(10 marks)

Module VIII:

Legal aspects of purchasing, imports and exports policy, lead time analysis, purchasing and quality assurance. International purchasing, Purchasing procedures and records: Requisition, purchases order follow up and expediting systems, receipt and inspection.

(10 marks)

Module IX:

Stores management and Control: Stores and Stores organization: Organization of stores location and layout of stores, Relevant factors in design of stores. Functions of stores keeping, stores records and procedures

(10 marks)

Module X:

Types of stores-Stock verification-types, process. Obsolete, surplus and scrap management. Standardization and variety reduction- Classification, coding and codification system

(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