

भारत डायनामिक्स लिमिटेड BHARAT DYNAMICS LIMITED
गञ्जी बाऊली, हैदराबाद GACHIBOWLI, HYDERABAD
Syllabus for Management Trainee (Business Development)

100 QUESTIONS

UNIT –I

Managerial Economics- Demand Analysis
Market Structures
Pricing theories
Advertising
Business Environment

UNIT –II

The concept and significance of organizational behavior-Skills and roles in an organizational – Classical, Neo-classical and modern theories of organizational structure –Organizational design-Understanding and Managing individual behavior personality –Perception –Values –Attitudes –Learning –Motivation. Understanding and managing group behavior, Processes –Inter –personal and group dynamics – Communication –Leadership –Managing change –Managing conflicts. Organizational development

UNIT-III

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 issue like branding market development, Advertising and retailing on the net. New issues in Marketing

UNIT-IV

Concept of corporate strategy; Components of strategy formulation; Ansoff s growth vector; BCG Model; Porter s generic strategy; Competitor analysis; Strategic dimensions and group mapping; Industry analysis; Competitive Strategy and Corporate Strategy, Global Entry Strategies, Managing international business;

UNIT –V

Process of business opportunity identification; detailed business plane preparation; Planning for growth;

MARKETING CONCEPTS

CHAPTER–I

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 limitation
- Public Relation-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 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; Organizational buying process
- 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/organization through internet
- Structuring and managing marketing organizations.
- Export Marketing-Indian and global context

CHAPTER -II

Nature and scope of Financial Management

Understanding Financial statements and analysis there of
International Financial Management

CHAPTER-IV

India's Foreign trade and Policy; Export promotion policies; Trade agreement with other countries Policy and performance of Export zones and Export- oriented units; Exports incentives. International marketing logistics; International logistical; Export Documentation of shipping service; 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 service 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.