

**Tilak Maharashtra Vidyapeeth -Pune**  
**MBA Syllabus- IV<sup>th</sup> Semester**

**EXAM 1**

**MD 401 : Corporate Policies and Strategic Management**

**1. INTRODUCTION TO BUSINESS POLICY**

- 1.1 Business Policy
- 1.2 Introduction of related terms
- 1.3 Three levels of operations of strategy
- 1.4 Characteristics of decisions at three levels
- 1.5 Different types of planning
- 1.6 Strategic decision making
- 1.7 Strategic Management
- 1.8 Strategic framework of an organization

**2. CONCEPTUAL INTRODUCTION TO ORGANIZATION MISSION, PURPOSE AND OBJECTIVES**

- 2.1 Mission and Purpose
- 2.2 Business Definition Dimensions
- 2.3 Company Objectives and Goals

**3. ENVIRONMENTAL APPRAISAL**

- 3.1 Introduction
- 3.2 Characteristics of environment
- 3.3 Impact of environmental changes
- 3.4 Major Environmental components
- 3.5 Environmental Scanning
- 3.6 Techniques used for Environment Appraisal

**4. ORGANIZATIONAL APPRAISAL**

- 4.1 Introduction
- 4.2 Areas for internal analysis
- 4.3 Analyzing department / functional areas
- 4.4 Analyzing management areas.
- 4.5 Methods used for organizational appraisal
- 4.6 Organizational appraisal structuring
- 4.7 SWOT Analysis
- 4.8 Key internal factors for evaluation of potential strengths

## **5. STRATEGIC ALTERNATIVES**

- 5.1 Grand Strategies
- 5.2 Types of Principal / Grand / Major Strategies

## **EXAM 2**

## **6. STRATEGIC CHOICE**

- 6.1 Introduction
- 6.2 Strategic analysis at the corporate level
- 6.3 Techniques used for Corporate Portfolio **Analysis**
- 6.4 Industry, Competitor and SWOT Analysis
- 6.5 Behavioural / Subjective factors affecting Strategic Choice
- 6.6 Contingency approach to strategic choice
- 6.7 Strategic plan

## **7. RATIONALISING THE STRATEGY**

- 7.1 Desired qualities of Annual objectives
- 7.2 Benefits offered by Annual objectives
- 7.3 Linkages between strategy formulation and implementation
- 7.4 Project implementation
- 7.5 Procedural Implementation
- 7.6 Resource Allocation

## **8. STRUCTURAL IMPLEMENTATION**

- 8.1 Structure Definition
- 8.2 Types of structure
- 8.3 Selection of a structure
- 8.4 Organisational culture
- 8.5 Content of culture.
- 8.6 Influence of culture an organizational/ Life
- 8.7 The strategy culture relationship
- 8.8 Organisational Systems

## **9. FUNCTIONAL IMPLEMENTATION**

- 9.1 Introduction
- 9.2 Differences between Grand and Functional strategies
- 9.3 Functional Strategies Marketing
- 9.4 Functional strategies – Finance
- 9.5 Functional strategies - Production / Operations
- 9.6 Functional strategies - Research and Development
- 9.7 Functional strategies - Personnel
- 9.8 Role played by policies
- 9.9 Integration of functional strategies

**10. BEHAVIOURAL IMPLEMENTATION**

- 10.1 Introduction
- 10.2 Leadership and Implementation of strategies
- 10.3 Leadership strategy and skills
- 10.4 Political aspects Power and strategy
- 10.5 Personal Values, Ethics and Strategies
- 10.6 Social Responsibility

**11. STRATEGIC EVALUATION CONTROL**

- 11.1 Introduction
- 11.2 Strategic control
- 11.3 Operational Control
- 11.4 Evaluation Techniques for strategic control
- 11.5 Evaluation Techniques for operational control

**12. NEW BUSINESS MODELS AND STRATEGIES FOR THE INTERNET ECONOMY**

- 12.1 Introduction
- 12.2 Strategy-Shaping Characteristics of E-Commerce Environment
- 12.3 E-Commerce Business Models and Strategies
- 12.4 Internet Strategies For Traditional Businesses
- 12.5 Key .Success Factors In E-Commerce

**Tilak Maharashtra Vidyapeeth -Pune**  
**MBA**  
**Syllabus- IVth Semester**

**MD-402 International Business Environment &**  
**Management**

**EXAM 1**

**Chapter 1** International Business

**Chapter 2** Influence of Trade and Investment patterns

**Chapter 3** World Financial Environment

**EXAM 2**

**Chapter 4** Foreign Exchange Market

**Chapter 5** Globalization and Human Resources

**Chapter 6** International Business Diplomacy

**Tilak Maharashtra Vidyapeeth -Pune**  
**MBA Syllabus IV<sup>th</sup> Semester**  
**(Specialization – Finance)**

**MDF 411 : Advance Financial Management**

**EXAM 1**

1. Finance Concept
2. Corporate Financial Statements
3. Working Capital Management
4. Management of Receivables
5. Capitalization
6. Ratio Analysis

**EXAM 2**

7. Capital Budgeting
8. Special Aspects of Financial Management
9. Dividend Policy
10. Finance for Inventory
11. Advanced Sources of Finance

**Tilak Maharashtra Vidyapeeth -Pune**  
**MBA Syllabus- IV<sup>th</sup> Semester**  
**(Specialization – Finance)**

**EXAM 1**

**MDF 412 : Strategic Financial Management**

**1. Introduction**

Meaning, Scope, Objectives, Strategy and Strategist is Model, Investigation of growth or profit leakage.

**2. Conceptual Framework**

ROI as basic platform for SFM, Various tools of Strategic Financial Management (Monetary and real)

**3. Strategic Wage Management**

Meaning, Practical utility, Reasons

Features of Model remuneration policy

Concept and practical meaning of productivity

Collective wage negotiation, framing the retirement benefit scheme, framing of practically beneficial VRS scheme, wage cost parameters and performance indexes (Macro level wage parameters)

Human Resource valuation and accounting

**4. Financial aspects of Supply chain Management**

Meaning, Strategic vendor management, Supply cost management, purchase dept. as profit center, Inventory cost analysis, Product pricing strategy, Marketing strategies and Marketing cost benefit analysis, Intangible marketing cost and their cost benefit analysis.

**5. Organisation Profitability analysis**

Aspects of cost accounting, Total costing and Marginal costing, cost volume profit analysis based on product division and project division, comments on key performance ratios.

**EXAM 2**

**6. Corporate Restructuring & Finance**

Categories of the symptoms leading to restructuring, Drawing of restructure plan, Assessment of Financial implications of the various restructure plans, Business Downsizing, Diversification of organization, Amalgamations Mergers and acquisitions. Restructuring of a sick unit.

**7. Valuation**

Valuation of a business unit, value in liquidation and as a going concern, Intrinsic valuation, Brand valuation, Brand life cycle and the phase wise valuations.

**8. Financial Engineering**

Meaning, EVA, ABC, OBC

Financial and operating leverages, ROI,

Sources of finance and the evaluation

Investment decision in the organization and its assessment

Achieving the shareholders satisfaction

**9. Financial Ethics**

Business ethics as related to Financial Management

Ethical financial combination

Ethical financial evaluation, Ethical Financial Management

Ratios for various levels of management

Accounting disclosure practices for ethical Financial Management

**Tilak Maharashtra Vidyapeeth -Pune**  
**MBA Syllabus- IV<sup>th</sup> Semester**  
**(Specialization – Finance)**

**EXAM 1**

**MDF 413 : Security Analysis and Portfolio Management**

1. Object of Financial Investment
2. Market Securities
3. Market Indexes
4. Security Return and Valuation

**EXAM 2**

5. Economic, Industry, Company & Technical Analysis
6. Portfolio Analysis : Risk & Return
7. Portfolio Selection Utility Theory & Indifference Curves
8. Capital Asset Pricing Model
9. Financial Derivatives : Option, Futures & Swaps



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**MBA Syllabus- IV<sup>th</sup> Semester**  
**(Specialization – HRM)**

**MDHR 411 : Labour Laws & Industrial Relations**

**Exam 1**

**4) Payment of Bonus Act**

1. Object
2. Eligibility of bonus
3. Disqualification of bonus
4. Minimum and maximum bonus
5. Recovery of bonus

**5) Payment of gratuity Act**

1. Object
2. Payment of gratuity
3. Nomination of gratuity

**7) Employees state insurance Act**

1. Definitions- Dependent, Contribution, Corporation
2. ESI corporation
3. All Benefits

**9) Industrial Relations Perspective**

1. Introduction
2. Impact of Industrial Revolution
3. Industrial Relations Concept
4. Importance of Industrial Relations
5. Components of Industrial Relations System
6. Factors affecting Industrial Relations
7. Approaches to Industrial relations
8. Pre-requisite for successful industrial relations programme
9. Legal Framework for Industrial Relations
  - a. **Grievance Management**
  - b. Meaning and Content
  - c. Presentation of Grievances
  - d. Role of personnel department
  - e. Evaluation of Grievance Redressal Machinery
  - f. Analysis of grievance data

- g. Grievance Redressal Procedure
  - h. Model Grievance Procedure
  - i. Recommendations of National Commission on Labour
  - j. Grievance Settlement in a public sector enterprise
- 11) Collective Bargaining**
- a. Meaning and concept
  - b. Types of Bargaining
  - c. Bargaining Theories
  - d. Conditions for the success of collective Bargaining
  - e. Collective Bargaining Process
  - f. Negotiations
  - g. How and why to negotiate
  - h. Negotiation Mantra
  - i. Preparation for Long term Settlement
  - j. Composition and traits of Negotiating team
  - k. Tactics or strategies in C.B.
  - l. C.B. and their implementation
  - m. C.B. in different countries
- 12) Participative Management**
- a. Concept
  - b. Evolution of concept
  - c. Objectives of Workers participation in Management
  - d. Forms of participation
  - e. Levels of participation
  - f. Review of Participative schemes in Industrially advanced countries
  - g. The India Scene
  - h. Committee on Workers participation
  - i. Forms of Workers participation in India
  - j. Evaluation of Workers participation in Management Scheme
  - k. Conditions necessary for effective working of the scheme

## **Exam 2**

### **1) Industrial Dispute Act**

- 1] Object.
- 2] Definitions- Wages
  - 1. App. Govt.
  - 2. Industry
  - 3. Strike and lockout
  - 4. Lay off
  - 5. Retrenchment
  - 6. Industrial Dispute

## **2)Trade Union Act**

1. Object
2. Definitions
  1. Trade dispute
  2. Trade Union
  3. Office bearers
3. Registration of Trade union
4. Cancellation of trade union.
5. Immunity, rights, disqualification of trade unions.

## **3)MRTU and PULP Act**

1. Industrial court
2. Labour court
3. Unfair labour practice.

## **6)Bombay shop establishment Act**

1. Definitions of shop
2. Establishment
3. Employment of young children
4. Opening & closing hours
5. Interval
6. Spread over holiday
7. Children
8. Young person
9. Women provision

## **8)Factories Act**

### 1] Definitions-

1. Occupier, Adult, Young person, Child, Hazardous Process, Manufacturing Process
  - Inspector
  - Certifying surgeons
  - Provisions of health
  - Provisions of safety
  - Provisions of welfare

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**MBA Syllabus- IV<sup>th</sup> Semester**  
**(Specialization – HRM)**

**EXAM 1**

**MDHR 412 : Strategic Human Resource Management**

**Chapter 1: Organisational Structure**

- 1.1 Introduction
- 1.2 Organisation Charts and Dimensions
- 1.3 Structure in Classic Organisation Theory
- 1.4 Organisational Differentiation
  - Causes of Differentiation
  - Differentiation and Co-ordination
  - Centralisation and Decentralisation
  - Organisation Size
  - Assessing Organisation Size
- 1.5 Technology
  - The Functional Organisation
- 1.6 The Product Organisation
  - Spatial Organisation
  - The Matrix Organisation
  - Committee Structures
  - Venture Capital Companies
  - The Flexible Form
  - Network Organisations
- 1.7 Evolution of Structure
- 1.8 Some effects of Organisational Structure on Employees
  - Effects of Scientific Management
  - Effects of Bureaucracy
  - Effects of Flexible Structures
  - Effects of Formal and Informal Organisation
  - Effects of Flatter Organisation Structures

**Chapter 2: Organisation Culture**

- 2.1 Introduction
- 2.2 Organisational Culture : Manifestations
- 2.3 Assumptions and Attitudes
- 2.4 Attitudes and Logic
- 2.5 Components of Culture
  - Risk and Feedback as Cultural Influences
- 2.6 Cultures and Structures

- Role Culture
- Task Culture
- Person Culture
- 2.7 The Mechanistic and Organic Structure and Culture
- 2.8 Measuring Culture and Climate Through the Participants  
Likerts System 4 Profiling Method
- 2.9 Competing Values Culture Model  
Dangers in the Covert Culture
- 2.10 Organisational Personality
- 2.11 National Culture and Organisational Culture
- 2.12 Type Z Organisation

### **Chapter 3: Role, Responsibility And. Competence of Managers**

- 3.1 Introduction
- 3.2 What is Leadership?
- 3.3 Leadership Power
- 3.4 Type I Leadership and Type II Leadership
- 3.6 Major Leadership Theories
  - Trait Theory
  - Need for Achievement
  - Problems of the trait approach
- 3.7 Contingency Theories of Leadership
- 3.8 Contingency Theories Involving Manager's Personality
- 3.9 Contemporary Models Using Trait Theory
- 3.10 Culture of Organisational Conflict
- 3.11 Sex Differences in Leadership

### **Chapter 4: Managing People-Groups And Teams**

- 4.1 Introduction
- 4.2 Individuals V Teams
- 4.3 Theories of Groups and Teams
  - Group size, cohesion and norms
- 4.4 Group norms
  - Studying groups
  - Group development
  - Group Processes
  - Groupthink
  - Guarding against group think
- 4.5 Group Processes
- 4.6 Personal Characteristics
- 4.7 Planned Team Building
- 4.8 Applying Group and Team Theory to New Organisations
- 4.9 Leadership Competencies and Self-Regulating Groups-Current  
Challenges

### **Chapter 5: Organisational Development**

- 5.1 Introduction
  - 5.2 Origins of Organisational Development
    - Group Dynamics
    - Grid Management
    - Organisational Surveys and Feedback
    - Early Organisational Development in the UK
    - Socio-Technical Systems Theory and Job Redesign
    - The New Paradigm
      - Changing Organisational Culture
  - 5.3 Organisational Development Techniques
  - 5.4 Quality Circles (QCs) and Total Quality Management (TQM)
    - Replacement of QCs by TQM
      - TQM in a failing company
  - 5.5 Trends in Organisational Development
    - Morale enhancing ways of Innovating
    - Personal qualities and innovation
  - 5.6 The Learning Organisation
  - 5.7 Organisational Development and Employee Relations
  - 5.8 Organisational Development Consultancy Skills
    - Purposeful Consulting
  - 5.9 Ethics in Organisational Development
  - 5.10 Conclusion
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## **Exam 2:**

### **Chapter 6: Assessing Work Performance**

- 6.1 Objectives
- 6.2 Introduction
- 6.3 Objectives of Performance Measurement
- 6.4 Assessment Methods
- 6.5 Trait-Rating Appraisal
- 6.6 The Counseling Interview
- 6.7 Subjective Elements of Assessment
- 6.8 Objective Assessment
- 6.9 Performance and Pay

### **Chapter 7: Commitment**

- 7.1 Objectives
- 7.2 Introduction
- 7.3 Commitment and Corporate Culture
- 7.4 Psychology of Commitment
- 7.5 Commitment and Trust

- 7.6 Justifying Commitment
- 7.7 Mutual Commitment?
- 7.8 Commitment Strategies
- 7.9 Competing Commitments
- 7.10 Summary.

### **Chapter 8: Employee Relations**

- 8.1 Objectives
- 8.2 Collective Bargaining
- 8.3 Trade Union Influence
- 8.4 Conflict.
- 8.5 Positive
- 8.6 Negative
- 8.7 Negotiation and Bargaining
- 8.8 Summary

### **Chapter 9: Strategy And Human Resource Management**

- 9.1 The rise of Human Resource Management (HRM)
- 9.2 The issue of Strategic Human Resource Management (SHRM)
- 9.3 Work of Kari Freidrick Ackermann
- 9.4 The Organisational Outcomes
- 9.5 The Contingency Schol
- 9.6 The Human Resource Cycle

### **Chapter 10: Career Management**

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**Note : Following topics needs to be discussed in the class but the exam will not be conducted on the same.**

**Value added topics :**

**Topic: The Concept of Strategy**

- 10.1 Mintzberg and Emerging Strategy
- 10.2 Johnson and Scholes : Strategy as Continual Process .
- 10.3 Whittington Strategy and Change
- 10.4 Whittington's (1993) Generic Model of Strategy
- 10.5 Beyond 'Strategy' (Hamel, 1994)

**Topic: Commitment And Flexibility**

- 11.1 What is Commitment?
- 11.2 Causes of Commitment
- 11.3 Policy Characteristics of the 'control-based' and 'commitment-based HRM systems
- 11.4 The Concept of the Psychological Contract

**Topic: Integration of HR Systems as Strategy**



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**MBA Syllabus – IV<sup>th</sup> Semester**  
**(Specialization – HRM)**

**EXAM 1**

**MDHR 413 : Compensation Management**

**1. Concept of Compensation**

Why employee payments are called as ‘Compensation’?  
Importance of Wages / Salary (to Employees and Employers)

**2. Wage / Salary Theories**

Subsistence wage theory  
Wage Fun Theory  
Surplus value theory  
Residual claimant Theory  
Marginal Productivity Theory  
Bargaining Theory  
Behavioural Theory

**3. Concept of Minimum wage, Fair wage and Living wage**

Schedule employment and Applicability of Minimum Wages Act

**4. Different Methods and Modes of payment**

Time rate, Piece rate, Job (Assignment) Rate

**5. Periodicity of payment**

Daily, Weekly, Fortnightly, Monthly  
Provisions of payment of Wages Act, in this behalf

**6. Different components of salary/wages**

Main portion of salary, allowances  
Indirect burden on salary  
Periodical payments  
Annual payments

## **EXAM 2**

**7. Impact of inflation on 'Wage Bill'**

Dearness allowance, it's linkage with 'Cost of living index'  
Advantages & disadvantages  
Different methods of D. A. payments

**8. Perquisites & facilities**

Uniform, housing, transport, canteen, medical facilities, hospitalization, accident insurance

**9. Concept of 'Wage Differentials'**

Causes and impact

**10. Executive Compensation Plans-** Direct salary and importance of perquisites, Tax burden, fringe benefits, Faculties, Performance Rewards etc.

**11. Incentives Schemes** – Production / Productivity linked Payments, Motivation for better performance, (in Manufacturing and Service industry)

**12. Compensation Policy** – Attracting, Developing and Retaining capable employees. Compensating for special skill sets, sets, ' Stock Option' as compensation policy, etc

**13. Administration of salary and other employee payment** – Monthly payment and Authorized deductions, salary slips, maintenance of salary records, Periodical salary revision

**14. Salary Negotiations** – With mainly Unions.

**15. Concept of CTC** – Employee Payment as 'Cost', Ratio of labour cost with turnover,

**16. Future Trends and Novel ideas for compensation System**

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**MBA Syllabus- IV<sup>th</sup> Semester**  
**(Specialization – Marketing)**

**MM 411 - Salesmanship**

**EXAM 1**

- 1. MARKETING AND THE SELLING EFFORT**
- 2. DISTRIBUTION-IMPORTANCE AND METHODS**
- 3. SALES ORGANIZATION**
- 4. DUTIES OF THE SALES MANAGER AND CONTROL OF SALESMEN**
- 5. SELECTION OF SALESMEN**
- 6. TRAINING OF SALESMEN**
- 7. ALLOCATION OF TERRITORIES AND SALES CONFERENCES**
- 8. REMUNERATION OF SALESMEN**
- 9. SALESMANSHIP**

**EXAM 2**

- 10. FUNDAMENTALS OF SUCCESSFUL SELLING**
- 11. ADVERTISING & PUBLICITY - INTRODUCTION**
- 12. ADVERTISING, PLANNING & DECISION-MAKING**
- 13. ADVERTISING CAMPAIGN PLANNING**
- 14. MESSAGE STRATEGY & TACTICS**
- 15. MEDIA PLANNING**
- 16. ADVERTISING AGENCY**
- 17. SALES PRESENTATION**

**18. CLOSING THE SALE**

**19. DEVELOPING THE MESSAGE STRATEGY**

FOR DETAIL SYLLABUS PLEASE SEND MAIL TO:

[tmu\\_management@yahoo.com](mailto:tmu_management@yahoo.com)

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**MBA Syllabus- IV<sup>th</sup> Semester**  
**(Specialization – Marketing)**

**MDM 412 : Rural Marketing**

**EXAM 1**

**1 Rural Market Environment**

Population  
Occupation Pattern  
Income Generation  
Location of Rural Population  
Expenditure Pattern  
Literacy Level  
Land Distribution ,  
Land Use Pattern  
Irrigation  
Development Programmes  
Infrastructure Facilities  
Rural Credit Institutions  
Rural Retail Outlets  
Print Media in Rural Areas  
Rural Areas Requirements

**2 Rural Demand and Rural Market Index**

Thompson Rural Market Index  
Indicators Considered for Rural Market Index

**3 Problems in Rural Marketing**

Underdeveloped People and Underdeveloped Market  
Lack of Proper Physical Communication Facilities  
Media for Rural Communication  
Many Languages and Dialects  
Vastness and Uneven Spread  
Low Per Capita Incomes  
Logistics, Storage, Handling and Transport  
Market Organisation and Staff  
Product Positioning  
Hierarchy of Markets  
Low Levels of Literacy  
Seasonal Demand

## **5 Marketing of Consumables and Durables**

Product  
Price  
Distribution'  
Distribution Strategy—Hindustan Lever  
Promotion  
Product Redesign or Modification Needs

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### **EXAM 2**

## **4 Marketing of Agricultural Inputs**

Consumable Inputs  
Durable Inputs  
Fertilisers  
Product  
Price  
Distribution  
Promotion  
SWOT Analysis of Fertiliser Market  
Agro-chemicals  
Product  
Price  
Distribution  
Promotion  
SWOT Analysis of Agro-chemicals Market  
Seeds  
Cattle, Poultry and Aqua Feeds  
Tractors and Power Tillers  
Irrigation Equipments  
Other Farm Machinery

## **6 Marketing of Agricultural Produce and Rural and Cottage Industry Products (20%)**

Marketing of Agricultural Produce  
Regulated Markets  
Formation of Cooperative Organisations  
Contract Farming  
Agricultural Export Zones (AEZ)  
Marketing of Rural/Cottage, Industry/Artisan Produd

## **7 Role of Financial Institutions in Rural Marketing**

Agricultural Productivity and Need for Credit

Agricultural Credit Situation

Types of Credit

Rural Credit Institutions

National Bank for Agriculture and Rural Development

Commercial Banks

State Cooperative Banks (SCBs)

State Cooperative Agricultural and Rural Development Banks (SCARDBs)

Regional Rural Banks (RRBs)

Local Area Banks

Flow of Institutional Credit to Agriculture

Kissan Credit Card Scheme

Impact on Rural Market

## **8. Role of Cooperative Institutions in Rural Marketing**

Cooperatives as Organisations

Structure of Cooperative Organisations

Types of Cooperative Organisations

Share of Cooperatives in National Econom-

Impact of Cooperatives on Rural Marketing

10 Rural Marketing Strategies

Rural Market Segmentation

Product Strategies

Pricing Strategies

Distribution Strategies

Promotion Strategies

Social Marketing

## **9. Rural Marketing Strategy**

Objectives

Introduction

Segmentation

Geographic segmentation

Demographic segmentation

Psychographic segmentation

Multi variable segmentation

Targeting

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**MBA Syllabus- IV<sup>th</sup> Semester**  
**(Specialization – Marketing)**

**MDM 413 : Management of Services**

**EXAM 1**

**1. Introduction to the Services Sector**

- 1.1. Stages of Economic Activity
  - 1.1.1. Society Based on Primary Activities
  - 1.1.2. Society Based on Secondary Activities
  - 1.1.3. Society Based on Tertiary Activities
- 1.2. Growing Importance of Services
- 1.3. Environmental Changes Ushering the Services Boom
- 1.4. Impact of Economic Liberalisation Policy on Services

**2. Meaning and Characteristics of Services**

- 2.1. Characteristics of Services and Service Operations
  - 2.1.1. Intangibility of Services
  - 2.1.2. Parallel Production and Consumption of Services
  - 2.1.3. Time Perishable Commodity
  - 2.1.4. Variable Nature of Services
  - 2.1.5. Customer Participation in Production of Services
  - 2.1.6. Selection of Service Facility Location Influenced by Customer
- 2.2. Classification of Services
- 2.3. Special Features Governing Services
- 2.4. Criteria for Selecting a Service Provider

**3. Strategic Management of Services**

Fundamental Service Concept for Strategic Planning

- 3.2. The Service Delivery System
- 3.3. Service Facility Design and layout
  - 3.3.1. Service Facility Layout



- 3.3.2. Utility of Process Flowchart in Services
- 3.3.3. Service Layout and Orientation
  - 3.4. Location of the Service Facility
  - 3.4.1. Factors Affecting Service Facility Location Decision
  - 3.4.2. Other Considerations for Location Selection
  - 3.4.3. Unconventional Approaches to Service Facility Location
- 3.5. The Service Encounter
  - 3.5.1. The Service Encounter Triangle
  - 3.5.2. The Service Finn
  - 3.5.3. Servers or Contact Personnel
  - 3.5.4. The Customers

#### **4. Management of service Quality**

- 4.1. Differences or Gaps in the Quality of Service
- 4.2. Measurement of Quality in Services
  - 4.2.1. Bench Marking
- 4.3. Incorporating Quality in the Design of the Service Delivery System
- 4.4. Concept of Service Guarantee

#### **5. Demand and Supply Management of Services**

- 5.1. Techniques for Managing Services Demand
- 5.2. Techniques for Managing Supply of Services
- 5.3. Management of Queues
  - 5.3.1. Waiting and Its Implication in Services
  - 5.3.2. Queue Arrangement

### **EXAM 2**

#### **6. Marketing of Services**

- 6.1. Introduction
  - 6.2. The Product in Services
  - 6.3. Price in Services
  - 6.4. Promotion of Services
  - 6.5. Place Decisions in Services
  - 6.6. Service Process Design
  - 6.7. People in Services
  - 6.8. . Physical Proof in Services
- Questions

## **7. Civil Services in India**

- 7.1. Rudimentary Features of Civil Services
- 7.2. Chief Functions of the Civil Service
- 7.3. Selection Procedure for Civil Services
- 7.4. Public Service Commission
- 7.5. Main Functions of the PSC's
- 7.6. Training in Civil Services
- 7.7. Methods of Training
- 7.8. Local Administration (Civic Services)
  - 7.8.1. Local Government
  - 7.8.2. Types of Local Self-Government
- 7.9. Panchayat Raj
  - 7.9.1. Functions of the Panchayats

Questions

## **8. Public and Infrastructure Services in India**

- 8.1. Transport Services
  - 8.1.1. Railway Services
  - 8.1.2. Roads and Road Services
  - 8.1.3. Air Transport Services
  - 8.1.4. Water Transport Services
- 8.2. Power Distribution Services
- 8.3. Tele Communication Services
- 8.4. Water Supply Services
- 8.5. Sanitation Services
- 8.6. Police Services
- 8.7. Fire Fighting Services
- 8.8. Health Care Services
  - 8.8.1. Rural Health Care Services
  - 8.8.2. Urban Health Care Services
- 8.9. Educational Services

## **9. Social And Charitable Services**

- 9.1. Social Work and Related Concepts
- 9.2. Objectives of Social Service
- 9.3. Voluntary Social Service Organisations Voluntary Agencies / Non Governmental Organisations

## **10. Consumerism and Services**

10.1. Case : East-West Airlines

10.2. The Consumer Protection Act

10.3. Mechanism for Redressal

10.3.1. District Forum

10.3.2. The State Commission

10.3.3. The National Commission

10.4. Consumer Guidance Societies

10.5. The Law of Torts

10.5.1. Definition of Tort

10.5.2. Essential Elements of a Tort

10.5.3. Remedies in Torts