

Syllabus of IBPS SO Marketing exam

In the realm of the IBPS Specialist Officer (SO) Marketing exam, the syllabus has been shrouded in secrecy, never officially unveiled by IBPS. Yet, there exists a strategy to navigate this challenge and delineate the syllabus boundaries – by delving into past exam papers. It's important to note, however, that IBPS does not release these question papers for the SO Marketing Officer exam, given the online nature of the test, preserving its confidentiality.

While numerous websites endeavor to outline the syllabus for the IBPS SO Marketing officer, these attempts largely rely on speculation and the analysis of prior papers, gleaned from students' post-exam memories.

So, how can one establish the limits of the syllabus without access to official directives or preceding papers?

At Human Peritus, we have painstakingly gathered and examined yearly question trends, relying on our students' recollections. This process has allowed us to demarcate the syllabus boundaries for the IBPS SO Marketing exam.

Contrary to the prevailing notion that a comprehensive study of Philip Kotler's "Marketing Management" suffices, it's essential to debunk this misconception. The IBPS SO Marketing paper comprises only 60% content from Kotler, leaving the remaining 40% to be derived from alternative sources and topics (topics 2 to 6 encompass the remaining 40%). For a detailed understanding of this point about syllabus analysis for the IBPS SO Marketing exam, view the video in the middle of this page.

Through a meticulous evaluation of past exam papers, our analysis has crystallized the IBPS SO Marketing syllabus into the following sub-topics:

1. Marketing Management (constitutes 60% of the syllabus)
2. Marketing Research
3. Strategic Management
4. Digital Marketing
5. Consumer Behaviour
6. Specific areas like Forecasting Methods, Logos and Taglines, Market Structures, and more.

Hence, as we delve deeper into the IBPS SO Marketing examination, a significant realization emerges – approximately 60% of the paper draws from Philip Kotler's seminal work, "Marketing Management." Nevertheless, the crux of the matter lies in selecting the most pertinent edition of Kotler's book. Are you aware that the differences between various editions of the same book can be substantial (refer to the index page of the 14th edition and the 16th edition)? Notably, disparities exist not only between two editions but also within the confines of a single edition, spanning the Indian edition and the USA edition of Kotler. It's noteworthy that questions arise from any of these editions, introducing an additional layer of complexity to the exam dynamics. This complexity revolves around questions like:

How many editions of Kotler should we encompass? Which editions should we prioritize?

It is advisable to cover at least two editions of Kotler.

Mastering the IBPS SO Marketing exam requires a strategic approach that transcends conventional perceptions and delves into the intricacies defining each subject area. For a comprehensive view of the IBPS SO Marketing syllabus, refer to the provided syllabus of IBPS SO Marketing below.

STRATEGIC MANAGEMENT

1. Strategic Management - Concept and Types

Levels of Strategy
Forms of Strategy
Process of Strategy

2. External Analysis

PESTEL Framework
ETOP
QUEST
Porter's 5 Forces
Impact Matrix
Strategic Group Mapping

3. Internal Analysis

Competitive Advantage
Critical Success Factors
Value Chain Analysis
Benchmarking
SWOT Analysis
SFAS Matrix
Strategic Advantage Profile (SAP)

4. Business Strategies

Generic Competitive Strategies
First Mover Advantages
Cooperative Strategies
Industry Life Cycle

5. Corporate Strategies

Growth Strategy
Stability Strategy
Retrenchment Strategy
Combination Strategy
Turnaround Management

6. Business Portfolio Analysis

BCG's Matrix
Internal-External (IE) Matrix
GE McKinsey Matrix
Experience Curve
Grand Strategy Matrix
SPACE Matrix

7. Strategy Implementation and Evaluation

Strategy Implementation
Strategy and Structure
Strategy Evaluation and Control
Control Mechanisms
Strategic Incentive Management
McKinsey's 7S Model

8. Management of Strategic Change
Barriers to Change
Models of strategic change
Change Requirements

MARKETING RESEARCH

1. Introduction to Marketing Research
Marketing Research Process
Types of Marketing Research
Sources of Marketing Research

2. Research Problem and Research Approach
Research Problem
Research Approach

3. Research Design
Classifications of Research Design
Other Research Types
Errors in Research Design

4. Secondary Data Analysis
Types of Data
Types of Secondary Data
Data Mining
Geodemographic Data Analysis
Customer Relationship Management
Big Data
Web Analytics

5. Qualitative Research: Approaches
Phenomenology
Ethnographic Research
Grounded Theory
Case Study
Action Research

6. Qualitative Research: Techniques and Analysis
Focus Group
In-depth interview
Projective techniques
Data Analysis for Qualitative research

Approaches to Data Analysis

7. Survey Method and Observation

Modes of Survey Questionnaire
Evaluation of the Survey Methods
Sources of Errors in Surveys
Observation Techniques
Types of Observation Techniques

8. Causal Research and Experimentation

Causality
Experiment Method
Steps of Experimental method
Types of Extraneous Variables
Controlling Extraneous Variables
Other issues in Experimental Design
Validity
Classification of Experimental designs
Laboratory and Field Experiments
Basic versus Factorial Experimental Designs
Test Marketing

9. Measurement and Scaling

Measurement and Scaling
Scale characteristics
Types of Scales
Nature of Scales
Types of Scaling techniques
Multi Item Scale
Scale Evaluation

10. Questionnaire Design

Basic Considerations in Questionnaire Design
Questionnaire Design Process

11. Sampling and Hypothesis Testing

Process of Sampling Design
Classification of Sampling Techniques
Sampling Distribution
Hypothesis Testing
Type I and Type II Errors
Process of Hypothesis Testing

12. Data Analysis Approaches

Factor Analysis
Cluster Analysis
Multidimensional Scaling
Conjoint Analysis

13. Forecasting Techniques

Forecasting Methods
Qualitative Forecasts
Time Series Forecasting
Simple Linear Regression
Correlation
Multiple Regression
Seasonal Adjustments
Accuracy of Forecast

14. Marketing Report Preparation

15. Ethics in Marketing Research

CONSUMER BEHAVIOUR

1. Understanding Consumer Behaviour

Consumer Behaviour and Marketing Strategy

2. Motivation, Ability and Opportunity

Consumer Motivation

Consumer Ability

Consumer Opportunity

3. Perception and Comprehension

Perception

Comprehension

Sensory Marketing

4. Memory, Knowledge and Learning

Memory

Memory Enhancement Techniques

Knowledge Content

Knowledge Structure

Knowledge Flexibility

Memory and Retrieval

Learning

5. High and Low Effort based Attitudes

Attitudes

Attitudes based on High Efforts

Attitudes Based on Low Efforts

Theories of Attitudes

Changing Attitudes

6. Process of Making Decisions

Problem Recognition

Information Search

Choosing among alternatives

High Effort Judgment and Decision Making

Low Effort Judgment and Decision Making

Purchase Decisions

Consumer Problems

Organizational Buying Decisions

7. Post-Decision Processes

Model of Learning from Consumer Experience

Satisfaction or Dissatisfaction Judgments

Satisfaction or Dissatisfaction based on Feelings

Responses to Dissatisfaction

Disposition

8. Social Influences and Consumer Diversity

Social Influences

Social Power and Group Influences

Reference Groups

Consumer Socialization

Normative and Informational Influence

Consumer Diversity

Household and Social Class Influences

9. Psychographics Components

Values

Personality

Lifestyles

10. Innovations, Adoption, Resistance and Diffusion

Classification of Innovations

Resistance versus Adoption

Diffusion

Influences on Adoption, Resistance, and Diffusion

Fashion System

11. Symbolic Consumer Behaviour

Emblematic Function

Role Acquisition Function

Connectedness Function

Expressiveness Function

Special Brands and Possessions

Gift Giving

12. Fundamentals of Economics

Demand and Supply analysis

Consumer Behaviour

Production Theory

Market Structure

DIGITAL MARKETING

1. Introducing Digital Marketing

Digital Marketing

Characteristics of Digital Media
e-Commerce and e-Business
Benefits of Digital Media
Challenges of Digital Communications

2. Analysis of Environment

Situation Analysis
Customer Analysis
Consumer Buying Process
Competitor Analysis
Channel Structure
Business Model
Revenue Models
Macro Environment
Legal and Ethical Environment

3. Digital Marketing Strategy

Strategy Formulation
Online Revenue Contribution
Strategy Implementation and Control

4. Digital Marketing and Marketing Mix

Product
Price
Place
Promotion
People, Process, and Physical evidence

5. Customer Relationship Management

Customer Lifecycle Management

6. Customer Experience

Website Development Process
Analysis and Design of Website
Development and Testing
Service Quality

7. Digital Campaign Planning

Digital Marketing Campaigns

8. Marketing Communications

Steps of Online advertising
Search Engine Marketing
Search Engine Optimisation
Paid Search Marketing
Display Advertising
Online Public Relations
Affiliate Marketing
Email Marketing
Mobile Marketing

Social Media Marketing
Offline Promotion Techniques

9. Evaluation of Digital Marketing
Web Analytics
Google Analytics

10. Emerging Technologies
Cloud Computing
Artificial Intelligence
Expert Systems
Fuzzy Logic
Neural Network
Big Data
Blockchain and Bitcoins