

Syllabus of Marketing and Sales Coal India Limited

Qualifying Examination for Promotion from Non-Executive to Executive Cadre

The keywords marked in **GREEN** are covered in our course.

The keywords marked in **RED** are not covered in our course.

The keywords marked in **YELLOW** are not covered in our course, as of now, but we will create content on these keywords and make it available

For any queries, please call us at 9717781110

Paper 2 Syllabus

1. General Marketing Management:

- a) Marketing concept and its evolution.
- b) STP Model [Segmenting, Targeting, Positioning]
- c) Consumer Behaviour
- d) Product Management
- e) Brand Management
- f) Demand Forecasting
- g) Strategic Management [BCG Matric, Ansoff's Matrix, SWOT, etc.]
- h) Business to Business Marketing
- i) Digital Marketing.

2. Marketing of Coal:

- a) Coal as a product
 - i. Origin
 - ii. Types of coal
 - iii. Composition and quality variants
 - iv. Indian coal Vs Imported Coal
 - v. Role of coal in India's energy dynamics
- b) CIL Brand – opportunities and threats
- c) Demand and Supply of coal in India
- d) Major coal consumers – Power & Non-Power
- e) Modes of coal distribution
- f) Role of Rail in coal transportation
- g) New Coal Distribution Policy [LoA/FSA regime, E-auction, etc,]
- h) Fuel Supply Agreements [important provisions related to ACQ, Penalty/compensation,
- i. Weighing and loading, etc.]

- i) SHAKTI Policy
- j) NRS Linkage Auction Policy
- k) E-auction of coal [Single Window Mode Agnostic]
- l) Coal import and export in the country
- m) Pricing of coal in India – Dual pricing, Tax components, etc.
- n) Major international coal indices
- o) National Coal Index
- p) Promotion of ‘CIL’ Brand – digital and physical.

3. Quality Management

- a) Annual Grade declaration procedures
- b) Role of Fixed Carbon, Ash, Volatile Matter & Moisture in Pricing of Coal
- c) Determination of Equilibrated Ash, Moisture & GCV, also on Air-Dried bases
- d) Calculation of various index for coking coal like coking index, LTGK, FSI, Micum Index & shatter index etc.
- e) Ash Fusion temperature and effects on boiler
- f) Cost of quality and its input on coal value & image on company
- g) Coal sampling procedure and its analysis - Commercial Arrangement for determination of quality of Coal (UHV), determination of weighted average of total moisture and surface moisture.
- h) Bomb Calorimeter, its function & determination of GCV on equilibrated basis

Paper 1 Syllabus

Section-I:- Quantitative Aptitude and data analysis Test (10 Marks)

- i. Percentage
- ii. Profit & loss
- iii. Ratio & proportion
- iv. Time and motion
- v. Simple and Compound Interest
- vi. Volumes
- vii. Data analysis, usage of Mean, Median, mode, graph, pie chart

Section-II: Organizational Profile, Financial Overview, and Strategic Initiatives (10 Marks)

1. ORGANIZATIONAL PROFILE

- a) Coal industry in India- a retrospect; Nationalization of Coal Mines
- b) Strategic Relevance of Coal and Coal India; Organizational Structure of CIL
- c) Vision, Mission and Objectives of Coal India
- d) Coal Production- Past, Present and Future

- e) EPS of shares of CIL
- f) Trend of Productivity (Under Ground, Open Cast and Overall), Trend of raw coal production vis-a vis reduction in manpower since 1975-76; Trend of coal off-take in major sectors; industry wise consumption pattern of coal, Fuel wise share of coal in electricity generation
- g) New initiatives of CIL

2. FINANCIAL PERFORMANCE OF CIL

- a) Highlights of Financial Performance of CIL
- b) Current Sales (Gross), Gross Profit, Net Worth, PBT, PAT and market capitalization
- c) Cost component of CIL and Terminologies in cost sheet, (OMS/EMS etc.)

Section-III: Product Profile (10 Marks)

1. PRODUCT

- a) Categorization of Coal and Coke, Location of major coalfields, coal reserves and its quality, State wise share of coal reserves in India
- b) Coal demand vs Coal production, Deficit fulfillment measures

2. METHODS AND TECHNOLOGIES OF COAL MINING-BASIC CONCEPTS

- a) Underground Mining Methods, Board and Pillar; Long wall Mining methods; Intermediate Mining Technology; Mass Production Technology
- b) Opencast Mining Methods; Opencast with dumper- shovel combinations-production, productivity, off-take, Opencast with Surface Miner

Section —IV: Rules of Conduct, Wages, and Employee Welfare (20 Marks)

1. GUIDING RULES OF CONDUCT FOR NON EXECUTIVES & EXECUTIVES

- a) Certified Standing Orders of subsidiaries
- b) JBCCI constitution and NCWA I to X
- c) Coal India Executive's Conduct, Discipline and Appeal Rules

2. EMPLOYEE WAGES, WELFARE AND SOCIAL SECURITY SCHEMES

- a) CIL Travelling Allowance Rule,
- b) Medical Attendance Rule
- c) Leave Rules for Executives
- d) Leave Provision under NCWA for non-executives
- e) Pension under CMPS 1998
- f) CIL Executive Defined Contribution Pension Scheme 2007
- g) Income Tax liabilities of a salaried employee; Income Tax exemptions on different kind of savings and donations

Section-V: Important Statutes and Policies Governing Coal India (10 Marks)

- a) The Mines Act 1952 and Mines Rules 1955,
- b) Right to information Act, 2005
- c) CSR Policy of Coal India Limited 2021
- d) CIL R&R Policy of 2012
- e) Annuity policy of CIL 2020
- f) CIL's Corporate Environmental Policy
- g) CIL's Safety Policy
- h) CIL Whistle Blower's Policy
- i) CIL ESG Report
- j) Challenges faced in Coal Sector
- k) The Contract Labour (Regulation & Abolition) Act, 1970
- l) Coal Bearing Areas (Acquisition and Development) Act, 1957

Section-VI: General Awareness (20 Marks)

- a) Current important national and international events
- b) Indian Economy
- c) National awards and recognitions, sport and cultural events, etc.

Section VII: English Language Proficiency and Comprehension (10 Marks)

- i. Synonyms and Antonyms
- ii. Grammatical error
- iii. Reading Comprehension

Section VIII: Basic Computer Skills (10 Marks)

1. MS OFFICE/MS EXCEL/MS POWER POINT

- a) Creating a new document, modifying (editing) a document, page layout, printing documents, creation and modification of tables, etc.
- b) Creating EXCEL sheet, adding removing sheets, modifying data, sorting & filtering data.

2. USES OF INTERNET