



HARYANA PUBLIC SERVICE COMMISSION

BAYS NO 1-10, BLOCK-B, SECTOR - 4, PANCHKULA

ANNOUNCEMENT

The Commission has decided that there will be a recruitment test for the post of District Marketing Enforcement Officer, (Group-B) in Haryana State Agricultural Marketing Board, Panchkula (Advertisement No. 03/2025 Published on 14.05.2025).

Scheme / Pattern of Exam:-

1. Subject Knowledge Test

- Time duration of exam: 03 hours
- The question paper will be in English language.
- Total Marks: 150
- Paper will be subjective type.
- No candidate will be called for the interview /viva-voce test unless she/he secures a minimum of 35% marks in the test.
- The number of the candidates called for interview will be three times alongwith the bracketed candidates if any, of the number of advertised posts provided that they have secured the minimum cut-off marks of 35%.
- The weightage of the Subject Knowledge Test will be 87.5%

2. **Interview** - The weightage of the interview will be 12.5%.

3. The final merit list will be prepared by adding the marks of Subject Knowledge Test and interview.

4. The attendance of the candidate in all the stages of the recruitment process is mandatory.

5. The syllabus for the Subject Knowledge Test is enclosed.

Dated: 02.09.2025


Deputy Secretary
Haryana Public Service Commission
Panchkula

02/09/2025

Syllabus for Subject Knowledge Test to the post of District Marketing Enforcement Officer, (Group-B) in Haryana State Agricultural Marketing Board, Panchkula (Advertisement No. 03/2025 Published on 14.05.2025)

Unit – I

Management – Concept, Process, Theories and Approaches, Management Roles and Skills

Functions – Planning, Organizing, Staffing, Coordinating and Controlling.

Communication – Types, Process and Barriers.

Decision Making– Concept, Process, Techniques and Tools Organisation Structure and

Design– Types, Authority, Responsibility, Centralisation, Decentralisation and Span of Control

Managerial Economics – Concept & Importance

Demand analysis – Utility Analysis, Indifference Curve, Elasticity & Forecasting

Market Structures – Market Classification & Price Determination

National Income – Concept, Types and Measurement

Inflation – Concept, Types and Measurement

Business Ethics & CSR

Ethical Issues & Dilemma

Corporate Governance

Value Based Organisation

Unit – II

Organisational Behaviour – Significance & Theories

Individual Behaviour – Personality, Perception, Values, Attitude, Learning and Motivation

Group Behaviour – Team Building, Leadership, Group Dynamics

Interpersonal Behaviour & Transactional Analysis

Organizational Culture & Climate

Work Force Diversity & Cross Culture Organisational Behaviour

Emotions and Stress Management

Organisational Justice and Whistle Blowing

Human Resource Management – Concept, Perspectives, Influences and Recent Trends

Human Resource Planning, Recruitment and Selection, Induction, Training and Development

Job Analysis, Job Evaluation and Compensation Management

Unit – III

Strategic Role of Human Resource Management

Competency Mapping & Balanced Scoreboard

Career Planning and Development

Performance Management and Appraisal

Organization Development, Change & OD Interventions

Talent Management & Skill Development

Employee Engagement & Work Life Balance

Industrial Relations: Disputes & Grievance Management, Labour Welfare and Social Security

Trade Union & Collective Bargaining

International Human Resource Management – HR Challenge of International Business

Green HRM


Dy. Secretary
HPSC

Unit – IV

Accounting Principles and Standards, Preparation of Financial Statements

Financial Statement Analysis – Ratio Analysis, Funds Flow and Cash Flow Analysis, DuPont Analysis

Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis

Standard Costing & Variance Analysis

Financial Management, Concept & Functions

Capital Structure – Theories, Cost of Capital, Sources and Finance

Budgeting and Budgetary Control, Types and Process, Zero base Budgeting

Leverages – Operating, Financial and Combined Leverages, EBIT–EPS Analysis, Financial Breakeven Point & Indifference Level.

Unit –V

Value & Returns – Time Preference for Money, Valuation of Bonds and Shares, Risk and Returns;

Capital Budgeting – Nature of Investment, Evaluation, Comparison of Methods; Risk and Uncertainly Analysis

Dividend – Theories and Determination

Mergers and Acquisition – Corporate Restructuring, Value Creation, Merger Negotiations, Leveraged Buyouts, Takeover

Portfolio Management – CAPM, APT

Derivatives – Options, Option Payoffs, Option Pricing, Forward Contracts & Future Contracts

Working Capital Management – Determinants, Cash, Inventory, Receivables and Payables Management, Factoring

International Financial Management, Foreign exchange market

Unit – VI

Strategic Management – Concept, Process, Decision & Types

Strategic Analysis – External Analysis, PEST, Porter's Approach to industry analysis, Internal

Analysis – Resource Based Approach, Value Chain Analysis

Strategy Formulation – SWOT Analysis, Corporate Strategy – Growth, Stability, Retrenchment,

Integration and Diversification, Business Portfolio Analysis - BCG, GE Business Model,

Ansoff's Product Market Growth Matrix

Strategy Implementation – Challenges of Change, Developing Programs Mckinsey 7s Framework

Marketing – Concept, Orientation, Trends and Tasks, Customer Value and Satisfaction

Market Segmentation, Positioning and Targeting

Product and Pricing Decision – Product Mix, Product Life Cycle, New Product development,

Pricing – Types and Strategies

Place and promotion decision – Marketing channels and value networks, VMS, IMC,

Advertising and Sales promotion


Dr. S. S. HPSO

Unit –VII

Consumer and Industrial Buying Behaviour: Theories and Models of Consumer Behaviour
Brand Management – Role of Brands, Brand Equity, Equity Models, Developing a Branding Strategy; Brand Name Decisions, Brand Extensions and Loyalty
Logistics and Supply Chain Management, Drivers, Value creation, Supply Chain Design, Designing and Managing Sales Force, Personal Selling
Service Marketing – Managing Service Quality and Brands, Marketing Strategies of Service Firms
Customer Relationship Marketing – Relationship Building, Strategies, Values and Process
Retail Marketing – Recent Trends in India, Types of Retail Outlets.
Emerging Trends in Marketing – Concept of e-Marketing, Direct Marketing, Digital Marketing and Green Marketing
International Marketing – Entry Mode Decisions, Planning Marketing Mix for International Markets

Unit –VIII

Statistics for Management: Concept, Measures Of Central Tendency and Dispersion, Probability Distribution – Binominal, Poisson, Normal and Exponential
Data Collection & Questionnaire Design
Sampling – Concept, Process and Techniques
Hypothesis Testing – Procedure; T, Z, F, Chi-square tests
Correlation and Regression Analysis
Operations Management – Role and Scope
Facility Location and Layout – Site Selection and Analysis, Layout – Design and Process
Enterprise Resource Planning – ERP Modules, ERP implementation
Scheduling; Loading, Sequencing and Monitoring
Quality Management and Statistical Quality Control, Quality Circles, Total Quality Management – KAIZEN, Benchmarking, Six Sigma; ISO 9000 Series Standards
Operation Research – Transportation, Queuing Decision Theory, PERT / CPM

Unit –IX

International Business – Managing Business in Globalization Era; Theories of International Trade; Balance of payment
Foreign Direct Investment – Benefits and Costs
Multilateral regulation of Trade and Investment under WTO
International Trade Procedures and Documentation; EXIM Policies
Role of International Financial Institutions – IMF and World Bank
Information Technology – Use of Computers in Management Applications; MIS, DSS
Artificial Intelligence and Big Data
Data Warehousing, Data Mining and Knowledge Management – Concepts
Managing Technological Change

Unit – X

Entrepreneurship Development – Concept, Types, Theories and Process, Developing Entrepreneurial Competencies

Intrapreneurship – Concept and Process

Women Entrepreneurship and Rural Entrepreneurship

Innovations in Business – Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas

Business Plan and Feasibility Analysis – Concept and Process of Technical, Market and Financial Analysis

Micro and Small Scale Industries in India; Role of Government in Promoting SSI

Sickness in Small Industries – Reasons and Rehabilitation

Institutional Finance to Small Industries – Financial Institutions, Commercial Banks, Cooperative Banks, Micro Finance.


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