

# Bharat Sanchar Nigam Limited

Corporate Office  
(Personnel-IV Section)



(A Government of India Enterprise)  
5<sup>th</sup> flr., Bharat Sanchar Bhawan,  
Janpath, NEW DELHI-110001  
Website: www.bsnl.co.in

No.5-35/2008/Pers.IV

Dated: March 2, 2009

To

All Head of Telecom Circles/ Telecom Districts/  
Administrative Units of BSNL.

Subject:- Forwarding of Scheme and Syllabus for the post of Executive(Marketing &Sales)and Executive (HR)-reg.

I am directed to forward herewith a copy of '**Scheme and Syllabus**' for the post of **Executive (Marketing &Sales) and Executive (HR)** for further necessary action.

Hindi version follows.

Encl: As above.

(P.M.VERMA)

Assistant General Manager (Pers-IV)

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Copy to:

- 1.PPS to CMD, BSNL,
- 2.Director(HRD)/(Opr.)/(Plg&NS)/(Fin.)/(C&M), BSNL,
- 4.GM(Estt.)/(Pers.)/(Trg.), BSNL CO,
- 5.DGM(Estt.)/(Pers.)/(Trg.)/(DE), BSNL CO,
- 6.OL section for Hindi Version of this order,
- 7.Spare Copy/Guard File.

Deputy Manager (P-IV)

# **Scheme and Syllabus for the Recruitment of Executive (Marketing & Sales) and Executive (HR)**

## **1. Scheme**

Selection of the candidate for the post of Executive (Marketing & Sales) and Executive (HR) will be through two stages i)-Written examination followed by ii)-Personnel Interview for those who qualify in written examination.

- i) There will be a single multiple choice objective type paper of 3 Hrs duration as per details given below:-

<b>Paper</b>	<b>Marks</b>	<b>Time allowed</b>
Part –I General Ability and Managerial Aptitude Test	50	3 Hrs
Part –II Specialization	150	

There will be negative marking for wrong answers in Written examination.

Minimum qualifying marks for Gen, OBC and SC/ST in each part of the paper shall be 30%, 26% and 20% respectively. The minimum qualifying marks for Gen, OBC and SC/ST in aggregate shall be 40%, 36% and 33% respectively.

- ii) Candidates who qualify in Written Examination will be invited for Personal Interview. Personal Interview will be of 25 marks.
- iii) Selection of the candidate will depend on his/her cumulative performance in both written examination and Personal Interview.

## **2. Syllabus**

### **Part I General ability and Managerial aptitude Test**

Objective of this part is to test the General ability and Managerial Aptitude of the candidate which shall contain General English, Reasoning and logical deductions, Data interpretation, Numerical ability and General Awareness.

### **Part II Specialization**

Skill in the concerned specialization i.e. HR or Marketing & Sales will be tested through the specialization part for the Executive (HR) and Executive (Marketing & Sales) respectively. The Syllabus of the same is given as under:-

#### **i) HR**

Management Functions and Behaviour, Management of Human Resources, Economic and social Environment, Social Processes and Behavioral Issues, Human Resource Development, Human Resource Planning, Employment Relations, Managing Change in Organizations, Organizational Dynamics, Wage and Salary Administration, Labour Laws, Management of Public Enterprise.

#### **ii) Marketing & Sales**

Consumer Behaviour, Sales Management, Product Management, International Marketing, Marketing of Services, Marketing Research, Management of Marketing Communication and Advertising, Rural Marketing, Retail Management, Management of Public Enterprise.