|  |
| --- |
|  |

uf]/vfkq ;+:yfgsf] k|zf;g ;]jf, ;a} ;d"x, tx–% sf] al/i7 ;xfossf] kbsf]

v'Nnf k|ltof]lutfTds lnlvt k/LIffsf]  Plss[t kf7\qmd

**k|yd tyf låtLo kqsf] k/LIff of]hgf** (Examination Scheme)**M–**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **kq** | **ljifo** | **k"0ff{Í** | **plQ0ff{Í** | **k/LIff k|0ffnL** | **k|Zg ;+Vof c+s ef/** | **;do** |
| **k|yd** | **;fdfGo 1fg****tyf** **;fdflhs cWoog** | **100** | **40** | **j:t'ut (Objective): ax'j}slNks k|Zg****(MCQs)** | **50x2=100** | **45 ldg]6** |
| **låtLo** | **;]jf ;DaGwL** | **100** | **40** | **5f]6f] k|Zg****nfdf] k|Zg** | **8 x 10=80****1 x 20=20** | **2.30306f** |

**efu @M cGtjf{tf{                                                            k"0ff{ÍM #)**

**b|Z6JoM**

**1.** lnlvt k/LIffsf] dfWod g]kfnL jf c+u|]hL jf b'j} x'g;Sg]5 .

**2.** oyf;Dej ;a} kf7\of+zaf6 k|Zg ;f]lwg] 5g\ .

**3.** k|yd kq tyf låtLo kqsf]] k/LIff 5'§f5'§} x'g]5 .

**4.** o; kf7\oqmddf h];'s} n]lvPsf] ePtf klg kf7\oqmddf k/]sf P]g, lgodx? k/LIffsf] ldlt eGbf tLg -#\_ dlxgf cuf8L -;+zf]wg ePsf jf ;+zf]wg eO{ x6fOPsf jf yk u/L ;+zf]wg eO{\_ sfod /x]sfnfO{ o; kf7\oqmddf k/]sf] ;Demg' kb{5 .

**k|yd kqM— ;fdfGo 1fg tyf ;fdflhs cWoog**

**!= g]kfnsf] e"uf]n**

        !=! ef}uf]lns cj:yf÷:j?kM lsl;d / ljz]iftfx? .

       !=@ xfjfkfgL M lsl;d / ljz]iftf .

       !=# hn;Dkbf M l:ylt / dxTj .

       !=$ jg;Dkbf M cj:yf / dxTj, ;+/If0f If]qx? tyf jg ljgfzsf sf/0f / ;+/If0fsf pkfox? .

       !=% vlgh ;Dkbf M vlgh ;Dkbf ;DjGwL ;fdfGo hfgsf/L .

       !=% g]kfnsf k|d'v lxd lzv/x?, tfntn}of, em/gf, e~Hofª, .

**@= Oltxf; / ;+:s[lt**

     @=! sf}lzsL ;Eotf, afudtL ;Eotf, u08sL ;Eotf, s0ff{nL ;Eotf af/] hfgsf/L

       @=@ ljZjsf k|d'v P]ltxfl;s 36gfx? – DofUgfsf6f{, k'ghf{u/0f, cf}Bf]lus j|mflGt, k|yd / låtLo        ljZjo'4 af/] hfgsf/L

      @=# cfw'lgs g]kfnsf] Oltxf; -k[YjLgf/fo0f zfxb]vL xfn;Dd .\_

      @=$ g]kfnsf] ;f+:s[lts, wfld{s Pj+ df}lns k/Dk/f, hfthflt, efiffefifL, snf / ;flxTo ;DaGwL 1fg

      @=% g]kfnsf d't{ / cd't{ ;Dkbfx? tyf ;+/If0fsf pkfox? .

      @=^ ;f+:s[lts ;Dkbfsf] lsl;d, ljz]iftf, dxTj .

**#= ;+j}wflgs Joj:yf / ;/sf/**

          #=! g]kfnsf] jt{dfg ;+ljwfg -efu !,@,#,$ / cg';"rL ;a} .\_

 #=@ ;+3Lotf / g]]kfndf ;+3Lotf zf;g k|0ffnL .

          #=# s]Gb|Lo / :yfgLo ;/sf/ tyf ;'zf;g .

          #=$ gful/s r]tgf÷lzIff, gful/s ;dfh nufot gful/sx?sf] bfloTj / st{Jo .

          #=% sfg"gsf] cy{ / dxTj tyf sfg"gsf ;|f]tx? .

          #=^ sfg"gL /fHosf] cjwf/0ff / dxTj, nf]stGqsf ljz]iftfx? .

          #=& ;dfj]zLs/0f, ;dfg'kflts k|ltlglwTj / ;sf/fTds lje]b .

**$ g]kfnsf] ljsf; k"jf{wf/ tyf cfly{s cj:yf M** ljsf;sf k"jf{wf/x? -s[lif, pBf]u, Jofkf/, ko{6g, oftfoft, ;+rf/, lzIff, :jf:Yo, ljB't, cflb\_ ah]6 / ljsf; of]hgf .

**% hg;+Vof / jftfj/0f**

          %=!  hg;+Vof, Zfx/Ls/0f, a;f]jf; -aF;fO{;/fO{\_, cflb .

          %=@, kfl/l:ylts k4lt, lbuf] ljsf;, h}ljs ljljwtf, hnjfo' kl/jt{g, jftfj/0f tyf k|b'if0f .

 **^= lj1fg / k|ljlw**

^=! lj1fg / k|ljlwsf] dfgj hLjg / ;dfhdf k/]sf] k|efj

^=@ qmdljsfz, j+zf0f', :jf:Yo / /f]u af/] ;fdfGo hfgsf/L

**&= cGt/f{li6«o ;DaGw tyf ;+3÷;+:yf**

&=! ;+o'Qm /fi6«;+3 M cª\u, ljlzi6Ls[t ;+:yf / ultljlwx? .

&=@ If]qLo ;+u7g M ;fs{ / lad:6]s,  .

 **\*=**  /fli6«o / cGt{/fli6«o dxTjsf /fhgLlts, ;fdflhs, cfly{s, j}1flgs, ;f+:s[lts, v]ns"b, k'/:sf/, snf, ;flxTo, ;+uLt, cflb nufot ;d;fdlos 36gf tyf gljgtd ultljlwx? .

  b|i6Jo M– k|yd kq ;fdfGo 1fg tyf ;fdflhs cWoogsf kf7\oqmdsf PsfO{x?af6 oyf;Dej lgDgfg';f/ k|Zgx? ;f]lwg]5 M–

|  |  |  |
| --- | --- | --- |
| **PsfO** | **ljifoa:t'** | **c+sef/** |
| ! | g]kfnsf] e"uf]n ;DaGwL hfgsf/L | ^ |
| @ | Oltxf; / ;+:s[lt    | ^ |
| # | ;+j}wflgs Joj:yf / ;/sf/ | ^ |
| $ | g]kfnsf] ljsf; k"jf{wf/ tyf cfly{s cj:yf | ^ |
| % | hg;+Vof / jftfj/0f | ^ |
| ^ | lj1fg / k|ljlw  | ^ |
| & | cGt/f{li6«o ;DaGw tyf ;+3÷;+:yf | ^ |
| \* | /fli6«o / cGt{/fli6«o dxTjsf ;d;fdlos 36gf tyf gjLgtd ultljlwx? | \* |
| **hDdf k|Zgx?** | **%)** |

**låtLo kq M ahf/zf:q ;DaGwL cfwf/e"t 1fg**
uf]/vfkq ;+:yfgsf] k|zf;g ;]jf, jhf/zf:q ;d"x, tx–% sf] al/i7 ;xfossf] kbsf] v'Nnf k|ltof]lutfTds lnlvt k/LIffsf]  kf7\qmd

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  **kq** | **ljifo** | **k"0ff{Í** | **plQ0ff{Í** | **k/LIff k|0ffnL** | **k|Zg ;+Vof c+s ef/** | **;do** |
| **låtLo** | **ahf/zf:q** | **100** | **40** | **5f]6f] k|Zg****nfdf] k|Zg** | **8x10=80****1 x 20=20** | **2.30306f** |

**jhf/zf:q ;DaGwL cfwf/e"t 1fg**

!=     – jhf/ / jhf/zf:q ;DaGwL ljleGg wf/0ff / b[li6sf]0fx?

       – g]kfndf ;fdflhs ahf/zf:qsf] wf/0ffsf] cEof;

@=     – u|fxssf] vl/b Jojxf/ (Customer Behavior)

#=     – ljlqmsf] ;fdflhs k|efj

       – ljqmo snf / ljqmo ljwL

       – hg;Dks{, o;sf] cfjZostf / ljqm]tfsf u'0fx?

       – ljlqm jn (Sales force) sf] Joj:yfkg

       – ljlqm k|jb{g k4lt

$=     – jhf/zf:q jftfj/0f

       – jhf/ v08Ls/0fsf cfjZosLo tTjx?

       – jhf/ ;"rgf ;+sng

%=     – lj1fkgsf] e"ldsf

       – lj1fkg ;DaGwL ;fdflhs / g}lts dfGotfx?

       – lj1fkg Joj;fo ;DaGwL 1fg, AAN / lj1fkg Joj;fosf r'gf}tLx?

       – lj1fkg dfWodx?df 5fkf dfWod (Print Media)

        – lj1fkg ljefusf] e"ldsf

^=     – ljt/0fsf jhf/zf:q dfWodx?sf] e"ldsf / 5gf]6

       – ef}lts ljt/0fsf tTjx?

&=     – cfw'lgs jhf/zf:qdf -pboLdfg d'2fx? (Emerging Issues)

\*=     – uf]/vfkq ;+:yfg;Fu ;DalGwt

       – lj1fkg ;+sng k|sfzg Pj+ lj1fkg ;DaGwL lgb]{lzsf

       – k|sfzg ljlqm ljt/0f lgb]{lzsf

       – sd{rf/L ;]jf zt{ ljlgodfjnL

       – cfly{s ljlgodfjnL

(=     – cfd ;~rf/ gLlt @)&#

       – cgnfOg lgb]{lzsf

**b|i6Jo M– o; kf7\oqmdsf PsfO{x?af6 oyf;Dej lgDgfg';f/ k|Zgx? ;f]lwg]5 . M–**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PsfO** | ! | @ | # | $ | % | ^ | & | \* | ( |   |
| **k|Zg ;+Vof** | ! | ! | ! | ! | ! | ! | ! | ! | ! |   |

