

SYLLABUS FOR SALES AND MARKETING

1. Marketing Management:

- Marketing in a developing Economy,
- Application of Marketing in Service Sector
- Marketing Philosophies
- Concept of Marketing
- Understanding marketing environment

2. Consumer Behavior:

- Consumer and organization buyer behavior,
- Indian Consumer Environment

3. Market Segment:

- Market segmentation/targeting & positioning.
- Type of Consumers
- Demand forecasting
- Availability and impact of imported coal on Indian Coal Market

4. Products:

- Concept of products
- Types of Coal and its products
- Commercial gradation and size(definition of steam, slack & ROM coal)

5. Pricing

- Pricing policies/process & strategies
- Production analysis

6. COAL MARKETING:

- Coal Marketing and distribution scenario before decontrolled regime of Coal i.e. Before year 2000.
State Sponsorship, Rail movement, Linkage System. NCLC, Dispatch by road, Stock Liquidation plan.(Transport logistics in order to liquidate production and stock)
- System of linkage through Standing Inter Ministerial Forum. SLC for core Sector Consumers in Power, Cement, Steel, Fertilizer. Loco etc.
- Coal Marketing and distribution scenario after coal decontrolled regime, e-auction. background of New Coal Distribution Policy (NCDP)
- New categorization of consumer under NCDP.
- Implementation of NCDP for existing and new consumers. Fuel supply Agreement (FSA) for existing consumers/new consumers
- Implementation of Letter of Assurance (LOA) system for different category of new consumers
- Role of Marketing at Area, Subsidiary. CIL and also RSO Level
- General Classification of Coal, Long Flame Definition as well as criteria for determination of Coking & Non-coking Coal.

- Different Grades of Coal(based on GCV system and UHV system)
- Coal grade determination based on GCV concept, various notification by CIL related to UHV and GCV
- 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.
- Bomb Calorimeter, its function & determination of GCV on equilibrated basis
- Types of COAL based on – Properties and Uses
- Coal Classification, stages of coal
- Coking coal availability, beneficiation and supply to Steel plants and other metallurgical industries.
- Sizing/crushing of coal & weighment arrangements and associated charges & penalty as per FSA.
- Loading infrastructure-CHP, Weigh-Bridge etc. and demurrage wharfage including under-loading and over-loading charges.
- Legal metrological Act related to weighment etc.
- Pricing of coal by CIL, and Realization
- E-auction-spot and forward (associated advantage to consumer / customer and to the Company)
- Various levies & statutory charges & taxes on Coal

7. QUALITY MANAGEMENT OF COAL:

- Annual Grade declaration procedures
- Historical events information of Coal being nature's gift to the society
- Sampling – Related IS and its detail required for sampling (i.e. collection & preparation) and Analysis.
- Role of Fixed Carbon, Ash, Volatile Matter & Moisture in Pricing of Coal
- Determination of Equilibrated Ash, Moisture & GCV, also on Air-Dried bases
- Calculation of various index for coking coal like coking index, LTGK, FSI, Micum Index & shatter index etc.
- Conversion of units of Coal
- Ash Fusion temperature and effects on boiler
- Grievance Redressal System
- Cost of quality and its input on coal value & image on company

8. EMERGING TRENDS AND ISSUES IN MARKETING:

- Consumerism
- Rural Marketing
- Online Marketing
- Direct Marketing

9. PUBLICITY & SALES PROMOTION