

## RAILTEL CORPORATION OF INDIA LTD.

### NOTICE

#### **AM(Mktg)/ (Manager Grade)Limited Departmental competitive Examination-2008.**

New Delhi, the 18th June, 2008.

No. RCIL/2005/P&A/44/8- A Limited Departmental Competitive Examination for promotion to the grade of Manager(Mktg) in scale Rs. 10750-300-16750(IDA), will be held in the Corporate Office of RailTel Corporation of India Ltd. 10<sup>th</sup> Floor, Bank of Baroda Building, New Delhi on 05.07.08, at 1100 hrs.

**Eligibility:** The existing AM-I(Marketing) who have completed two years in AM-I grade are eligible to appear in the examination.

**Last Date for Applications:** All eligible AMs who are willing to appear in the examination for the post of Manager(Mktg.) in RailTel must submit complete application form, in Annexure -C addressed to Addl. General Manager/P&A, RailTel Corporation of India Ltd. 10<sup>th</sup> Floor, Bank of Baroda Building, Sansad Marg, New Delhi, on or before 30.06.08. A candidate appearing at the examination should also bring with him an extra copy of the photograph similar to the one affixed on the application form to the examination hall.

**Vacancy:** The services to which recruitment is to be made on the results of the examination and the approximate number of vacancies in those services are as under:

Manager(Mktg)        09

**Examination:** The examination shall be conducted according to the following plan:-

Part I: Written examination will carry maximum of 150 marks, out of which 100 marks will be for Marketing paper as detailed in Annexure 'A' of the notification and 50 marks will be awarded for General Awareness, Current Affairs, General English, Basics of Finance. The question paper will be a mix of objective & Subjective type question. The minimum qualifying marks in the written examination is 60%, for General candidates and 40 % for (SC/ST) candidates as per guidelines of UPSC.

Part II Evaluation of record of service and interview carrying a maximum of 50 marks.

A candidate who is found guilty of :-

1. obtaining support for his candidature by any means, or
2. impersonating, or
3. Procuring impersonation by any person, or
4. Resorting to any other irregular or improper means in connection with his candidature for the examination or
5. Using unfair means during examination, or

6. Misbehaving in any other manner in the examination hall may , in addition to rendering himself liable to criminal prosecution, be liable to be disqualified by the RailTel.

(Sunita Singh)  
Addl. General Manager/P&A

**Sub:- Syllabus for Marketing.**

For the subject purpose the following syllabus is proposed for the examination:

**A. General Marketing Concepts**

- Micro economic & Macro Economic parameters guiding telecom market.
- Component of project appraisal
- NPV v/s IRR and calculation thereof
- Various pricing schemes used in marketing of telecom product.
- Difference between sellers market and buyers market.
- Monopoly v/s perfect competition

**B. Business Models of RailTel**

- Valuation of RailTel
- Various business models followed by RailTel as well as future strategies for growth competitors advantage of RailTel vis-à-vis comparative advantage in the present market scenario with reference to competitors.
- Demand – supply scenario in the business areas of RailTel
- Types of marketing strategies in telecom market.

**C. Marketing potential and prospective strategies for Retail, Bulk & Enterprise sector.**

- Typical information about customer's IT infrastructure.
- E governance systems
- Various revenue models
- Features of SPV
- Game theoretic approach in marketing/telecom products
- Social obligation of RailTel in telecom sector

**D. Regulatory**

- NTP 99 RailTel's obligations, rights and duties under various licenses granted to RailTel
- Revenue Share scheme with Dot
- Use of USO fund
- Role of TRAI in regulating telecom business of RailTel
- Role of Ministry of Railways and DPE in various business areas of RailTel.
- Process of valuation of RailTel as a company for listing/IPO.

**E. Technical**

- Features of MPLS VPN and its characteristics vis-à-vis leased circuits.
- TDM bandwidth and various TDM vocabularies.
- Various last mile access technologies available.
- NGN services.
- Value added services.
- Advertisement

Annexure –C

**Application for the post of Manager(Mktg)**

1. Name: Passport size  
Photograph
2. Father's Name
3. Date of appointment as AM-I
4. Post held at present
5. Date of appointment to the present post
6. Region where working
7. Whether fulfilling the eligibility criteria Yes/No
8. I (name) hereby declare that the information furnished above is true to my knowledge.

Signature  
(Name)