

No.A.12011/6/06-TC
GOVERNMENT OF MIZORAM
COMMERCE & INDUSTRIES DEPARTMENT

NOTIFICATION

Mizoram Secretariat, MINECO
Aizawl, the 29th May, 2025.

No.A.12011/6/06-TC : In the interest of public service, the competent authority hereby notifies approved Syllabus as shown in the Annexure for direct recruitment to the post of Marketing Inspector at Level – 6 in the Pay Matrix under Commerce & Industries Department.

This is issued with the approval of DP&AR(GSW) vide I.D. No.A.22020/3/2023-P&AR(GSW) dt. 29.01.2024

Sd/- Dr. LALZIRMAWIA CHHANGTE
Commissioner & Secretary to the Govt. of Mizoram
Commerce & Industries Department.

Memo No.A.12011/6/06-TC : **Aizawl, the 29th May, 2025.**
Copy to :-

1. P.S. to Minister of State, Commerce & Industries Department.
2. P.S. to Commissioner & Secretary, Commerce & Industries Department.
3. Director, Commerce & Industries.
4. Under Secretary, DP&AR(GSW) with reference to her I.D.No. quoted above.
5. Website Manager for uploading in the official website.
6. Guard File No. 14


(LALENGZAMI RALTE)

Under Secretary to the Govt. of Mizoram
Commerce & Industries Department.

Directorate of Commerce & Industries
Mizoram : Aizawl
Receipt No. 1215
Date 29-5-25

**APPROVED SYLLABUS FOR DIRECT RECRUITMENT TO THE POST OF
MARKETING INSPECTOR IN LEVEL – 06 OF THE PAY MATRIX UNDER
COMMERCE & INDUSTRIES DEPARTMENT**

PAPER – I	200 MARKS
PAPER – II	200 MARKS
PAPER – III (Technical paper)	200 MARKS
TOTAL	600 MARKS

DETAILED SYLLABUS :

Paper	Subject	Marks	Duration
Paper I	General Knowledge (50 questions)	100	3 hours with Compensatory time of 20 minutes per hour for persons with benchmarked disabilities
	General English (25 questions)	50	
	Essay Writing	30	
	English Comprehension	20	
	Total	200	
Paper II	Basic Computer Knowledge (50 questions)	100	3 hours with Compensatory time of 20 minutes per hour for persons with benchmarked disabilities
	Simple Arithmetic (30 questions)	60	
	General Intelligence & Reasoning (20 questions)	40	
	Total	200	
Paper III (Technical Paper)	A. Commerce . Financial Accounting . Income Tax . Cost Accounting . Business Regulatory Framework . Principles of Marketing . Indian Financial System . Entrepreneurship . Business Organisation Management . Business Economics	200	3 hours with compensatory time of 20 minutes per hour for persons with benchmarked disabilities
	B. Economics . Microeconomics . Macroeconomics . Monetary Economics . Economic Growth and Development . Indian Economy . Financial Institutions and Markets . International Trade . Public Finance . Environmental Economics		
	Note : Candidate will choose either Paper III(A) i.e Commerce paper OR Paper III(B) i.e Economics paper.		
	Total	200	

Notes :

1. Questions shall be set in Objective Type Multiple Choice pattern only except for essay writing and English comprehension under Paper-I with all questions carrying equal marks and answers for each of the questions shall be marked using blue or black ball point pen. In other words, there shall be multiple probable answers (at least four) wherein the candidate has to choose the correct answer for every objective type question.
2. Questions will be set in tune with the level of educational qualifications prescribed in the corresponding Recruitment Rules/Service Rules for the post(s).
3. Questions in III i.e. Technical Paper shall be 75 percent Objective in the form of Multiple Choice Questions (MCQs) with all questions carrying equal marks and 25% Descriptive carrying 5 equal marks in each questions. However, Paper I & II (non-technical paper) shall be 100 percent Objective.
4. Detailed syllabus is as follows :

PAPER – I

General Knowledge : Questions will be designed to test the candidate's knowledge of current events and of such matters of everyday observation and experience as may be expected of an educated person. The test will also include questions relating to Indian history and culture, Indian polity including the Constitution of India, geography, economy and general science. Questions on Mizo history and culture will also form part of the syllabus.

General English : Questions will be designed to test the candidates understanding and knowledge of English language, vocabulary, spelling, grammar, sentence structure, synonyms, antonyms, sentence completion, phrases and idiomatic use of words etc. There will be questions on comprehension of a passage also.

Essay Writing : Question on essay writing will be designed to test the candidate's grasp of his material, its relevance to the subject chosen, and to his ability to think constructively and to present his ideas logically, constructively and concisely.

English Comprehension : There will be questions on comprehension of passages also to test the vocabulary, grammar, logical thought ability and overall grasp of the candidates over English language.

PAPER – II

Basic Computer knowledge : Introduction to Computers, introduction to Graphical user interface based Operating System, elements of Word Processing, Spreadsheets, Power-point presentations, Computer communication and internet, world wide web and web browser, communication and collaboration.

Simple Arithmetic : Number system, simplification, roots, averages, discounts, percentages, profit & loss, ratio and proportion, partnership, chain rule, time & work, time & distance, simple & compound interest, mensuration, permutations & combinations, heights & distances, line graphs, bar graphs, pie charts and tabulation.

General Intelligence & Reasoning : It would include questions of both verbal and non-verbal type. This component may include questions on analogies, similarities and differences, spatial visualization, spatial orientation, problem solving, analysis, judgement, decision making, visual memory, discrimination, observation, relationship concepts, arithmetical reasoning and figural classification, arithmetic number series, non-verbal series, coding and decoding, statement conclusion, syllogistic reasoning etc.

PAPER – III (TECHNICAL PAPER)

PAPER-III (A) - COMMERCE PAPER

UNIT I: FINANCIAL ACCOUNTING (30 marks)

- Depreciation: Meaning, Causes, objectives of charging depreciation; Factors affecting depreciation; Methods of providing depreciation - Straight line method - Diminishing balance method.
- Accounting for Partnership: Partnership Deed; Treatment of goodwill; Calculation of gaining and sacrificing ratios; Admission of a new partner; Retirement of a partner; Death of a partner.
- Ratio Analysis: Meaning, classification of ratios - liquidity ratios, turnover ratios, solvency ratios, debt- equity ratios.

UNIT II: INCOME TAX (20 marks)

- Basic concepts: Agricultural Income, Assessee, Assessment year, Previous year, Income, Person, Gross Total Income, Total Income, Tax rate, Residential determination of an Individual.
- Exemptions and Deductions: Exempted Income u/s 10(1), 10(10), 10 (10AA), 10(10B), 10(11), 10(12), 10(13), 10(13A), 10(14), 10(16), 10(26).; Deductions from gross total income u/s 80C, 80CCC, 80CCD, 80CCE, 80D, 80DDB, 80E, 80G, 80IE, 80TTA, 80U.
- Income Under the head Salary: Basic pay; Dearness Allowance; House Rent Allowance; Other Allowances; Perquisites; Arrear salary, Advance Salary; Fee and Commission; Bonus; Pension; gratuity; leave encashment ; retrenchment compensation; Deduction under section 16.

UNIT III: COST ACCOUNTING (20 marks)

- Meaning, Objectives, Difference between Cost Accounting and Financial Accounting.

- Concepts: Cost Control, Cost unit, Cost Center, Opportunity Cost and Imputed Cost, Cost Sheet.
- Determinations of Levels of Material, Economic Order Quantity, Bin Card
- Direct and Indirect Labour: Meaning, Difference between Direct and Indirect Labour.
- Labour turnover: Meaning, Causes and Effect.

UNIT IV: BUSINESS REGULATORY FRAMEWORK (20 marks)

- **The Law of Contract 1872:** Essential elements of contract; classification; offer and acceptance – Rules regarding offer, Rules regarding acceptance; capacity of parties of contract; free consent; consideration; legality of object; agreement declared void and voidable.
- **The Partnership Act 1932:** Nature and types of partnership; partnership deed; rights and duties; liabilities of partners; dissolution of firm.
- **The Negotiable Instrument Act 1881:** Definition of Negotiable instrument; features; promissory note; Bill of exchange-discounting and endorsing, cheque; holder and holder in the due course; crossing; negotiation.

UNIT V: PRINCIPLES OF MARKETING (30 marks)

- Marketing concepts -traditional and modern; Selling vs. marketing; Marketing mix
- Product: meaning and types, Product planning and development; Role and importance of branding and packaging;
- Pricing: Importance of pricing, factors influencing pricing decision;
- Factors affecting choice of a distribution channel; Retailer & wholesalers;
- Methods of promotion, Advertising media - their relative merits and limitations;
- Consumer Behaviour: Nature, scope and significance.

UNIT VI: INDIAN FINANCIAL SYSTEM (20 marks)

- Money market: Meaning and characteristics of money market. Money market instruments– (a) Call money market, (b) Treasury bills market, (c) Commercial bills market, (d) Commercial Papers Market, (e) Mutual Fund.
- Capital market: Nature, Security market-(a) new issue market: Instruments- Debentures, Bonds, Preference shares, Equity shares
- Development banks and other Non-Banking Financial Institutions- SIDBI, IFCI, NABARD, National Housing Bank (NHB), EXIM BANK – their evolution and growth.

UNIT VII: ENTREPRENEURSHIP (20 marks)

- Entrepreneurship: Meaning and Concepts; Characteristics; Innovations; roles and functions.
- MSMED Act, 2006 – an overview; Legal requirements for establishment of a new business unit; Sources of funds and venture capital.
- Entrepreneurship in Northeast; Problems and prospects; Women entrepreneurship in Northeast. Incentives; subsidies and grants for development of micro, small and medium enterprises in North East Region.

UNIT VIII: BUSINESS ORGANISATION MANAGEMENT (20 marks)

- Henry Minzberg's Managerial Roles
- Classical Approach (The three pillars), Neo-Classical approach (Hawthorne Studies), Systems and Contingency approach. Management by Objectives (MBO);
- Motivational Theories: Maslow & Herzberg;
- Communication: Nature and process, Barriers to communication.

UNIT IX: BUSINESS ECONOMICS (20 marks)

- The Law of Demand; Exceptions to the Law of Demand; Demand Forecasting: Methods; Indifference Curve: Meaning, properties.
- Law of diminishing marginal utility: Basic Concept
- Cost concepts: Accounting costs and economic costs, opportunity cost, Relationship between AC and MC.
- Market: Different market structures and their characteristics; Perfect competition; Monopolistic and Monopoly.

PAPER-III(B) - ECONOMICS PAPER

UNIT-I: MICROECONOMICS (20 Marks)

- Definition, nature and scope of economics; Methodology in economics; Basic economic problems; Basic postulates; Demand and supply-concept and determinants; Laws of demand and supply; Market equilibrium; Role of price mechanism.
- Meaning, features and equilibrium (short run and long run) under Perfect competition and monopoly, Monopolistic Competition and

Oligopoly; Monopoly and economic efficiency; Price- discrimination; Notion of controlled and administered prices; Meaning and features of Duopoly, Monopsony- meaning.

UNIT-II: MACROECONOMICS (30 Marks)

- Concepts and measurement of national Income; Circular flow of income with closed and open economy, Demand for and supply of Money.
- Say's law of markets and the Classical theory of employment; Keynes' objection to the classical theory; Aggregate demand and aggregate supply functions; The principle of effective demand and income determination.
- Meaning of Consumption function; Average and Marginal Propensity to consume; Factors influencing consumption spending; the income multiplier; Keynesian theory of Absolute income; Dusenberry's relative income hypothesis.
- Equilibrium between investment and saving; Investment Multiplier and its effectiveness in Less Developed Countries (LDCs); Autonomous and induced investment.

UNIT-III: MONETARY ECONOMICS (20 Marks)

- Meaning and functions of money; High-powered money; Gresham's law; Monetary standards, metallic and paper systems; Quantity Theory of Money.
- Meaning, nature and characteristics of trade cycles; Hawtrey's monetary theory; Hayek's over-investment theory; Keynes's view on trade cycle-concept of accelerator; Control of trade cycles
- Meaning of Inflation, Deflation, Reflation and Stagflation; Demand-pull inflation and cost-push inflation; Causes and effects of inflation; Measures to control inflation; Phillip's curve.

UNIT-IV: ECONOMIC GROWTH AND DEVELOPMENT (20 Marks)

- Meaning of economic growth and economic development; Growth Models- Harrod-Domar; Instability of equilibrium.
- Economic growth and economic development; Indicators of economic growth and development-GNP per capita, PQLI and HDI; Features of Underdevelopment; Factors affecting economic growth (Capital, Labour and Technology); Measurements of Development Gap; Sustainable economic development.

UNIT-V: INDIAN ECONOMY (30 Marks)

- Structure of Indian economy : Basic features, components, Role of State, Natural Resources.
- Population and Development : Broad Demographic features, over population, policies, Infrastructure Development, migration etc.

- Planning in India : Objectives; Planning Commission, NITI Aayog, Liberalization, Globalization, Privatization, Disinvestment
- Agriculture Economy : Nature and importance, trends, Land reforms, Agriculture Marketing, Different Revolutions, Rural Credit.
- Employment and Poverty, Employment Generation, Poverty Alleviation Schemes.
- Regional Economy : Basic Features of Mizoram Economy ; Agriculture, Industry and Service Sectors, Finances-Source of revenue, growth trend of public expenditure and debt; Rural development; Forest Policy; Current status of shifting cultivation.

UNIT-VI: FINANCIAL INSTITUTIONS AND MARKETS (20 Marks)

- Reserve Bank of India: Functions and objectives ; Open Market Operations, Monetary Policy, Instruments of Credit Control, Measures to control Inflation.
- Money and Commercial Banking : Functions, types and objectives of Commercial Banks, components of Money Supply.
- Non Banking Financial Institutions : Types, objectives, roles and limitations.
- Financial Market : Meaning and Structure, Capital and Money Market, Stock Market, Recent reforms, Regulatory bodies.
- Basic Concepts on Foreign Exchange markets.

UNIT-VII: INTERNATIONAL TRADE (20 Marks)

- Importance of the study of International Trade, Inter-regional Trade, International Trade Theories : Ricardo Theory, Heckscher-Ohlin Theory.
- Gains from Trade, Tariffs and Quotas.
- Balance of Trade and Balance of Payments.
- Foreign Trade in India, Border Trade in Mizoram.

UNIT-VIII: PUBLIC FINANCE(20 Marks)

- Meaning and scope of Public Finance.
- Basic concepts on Public Expenditure and Public Debt.
- Public Budget and Financial Administration : Kinds of Budget, Classification, preparation and passing of Budget, Finance Commission of India, Central and State Budgets.

- Taxation in India : Sources of Public revenue, Major trends in tax revenue of State and Central Governments, different types of taxation.

UNIT-IX: ENVIRONMENTAL ECONOMICS(20 Marks)

- Development and Environment; Theory of Demographic Transition; Population, poverty and environment; Degradation of Environment.
- Sustainable Development and Valuation of environment : Meaning, Objectives and indicators of sustainable environment; Kuznet's Curve; Environmental Impact assessment; Basic concept on Valuation of Environmental damages and benefits; UN Sustainable Development goals.
- Types of Pollution; Prevention and control of pollution in India; Forest (Conservation) Act, 1980 and its amendments; Central and State Pollution Control Board; Main features of Water (Prevention and Control of Pollution) Act, 1974.