

Approved Content Weightages for Population Welfare Department Advocacy Campaign...

Sr. No	Designation of the Post	Criteria and Subject Division	Subject % Weight
01	Communication Specialist	As per the Advertisement	100%
		English (Grammar, Vocabulary and Comprehension)	20%
		Analytical Reasoning	10%
		IQ	10%
		Basic Computer Knowledge (MS-Word, Excel, PowerPoint), Web surfing	10%
		Media Research	10%
		Public Relations Strategies	10%
		Organization of Public Relations Setup	10%
		Evaluation of Advertising Campaign	10%
		Media Ethics and Laws	10%
02	Assistant	As per the Advertisement	100%
		Verbal Reasoning	20%
		IQ	15%
		Basic Computer Knowledge (MS-Word, Excel & PowerPoint)	20%
		Simple Letter Drafting	15%
		Management	10%
		General Knowledge (Pakistan Studies)	10%
		Islamiat/Ethics	10%
03	Driver	As per the Advertisement	50%
		Verbal Reasoning	10%
		Traffic Laws	15%
		Driving Skills	15%
		General Knowledge	05%
		Islamiyat/Ethics	05%