**Approved Content Weightages for Population Welfare**

**Department-SPU 2024**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No.** | **Designation of the Post** | **Criteria and Subject Division** | **Subject**  **% Weight** |
| **1** | **Director (IEC&T)** | **As per Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Public Administration | 10% |
| Project Management | 10% |
| Basic Computer Knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Communication Skills | 10% |
| Vision, Leadership and Management | 10% |
| Report Writing | 10% |
| **2** | **Deputy Director (Communication)** | **As per Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Basic Computer Knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Introduction to Mass communication | 10% |
| Public Relations | 10% |
| Project Management | 10% |
| Communication Theories | 10% |
| Report Writing | 10% |
| **3** | **Assistant Director (Communication)** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Basic Computer Knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Communication Skills | 10% |
| Public Relations | 10% |
| Project Management | 10% |
| Communication Theories | 10% |
| Report Writing | 10% |
| **4** | **Assistant Director (Graphic Design)** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Adobe Photoshop | 10% |
| Illustrator / Corel Draw | 10% |
| Modeling | 10% |
| Rendering and Animation | 10% |
| Architectural Visualization | 10% |
| Advertising and Public Relations | 10% |
| **5** | **3D Animator** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Visual Design | 10% |
| Communication Design | 10% |
| Rendering and Animation | 10% |
| Modeling | 10% |
| Basics of Digital Media | 10% |
| Creative Skills | 10% |
| **6** | **Media Lab Assistant** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Basic Computer Knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Introduction to Information Technology | 10% |
| Introduction to Mass communication | 10% |
| Advertising and Public Relations | 10% |
| Marketing Management | 10% |
| Journalistic Writings | 10% |
| **7** | **Videographer/ Video Editor** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Videography | 20% |
| Modeling | 10% |
| Rendering and Animation | 10% |
| Architectural Visualization | 10% |
| Graphic Design | 10% |
| **8** | **Deputy Director (Development)** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Project Management | 10% |
| Business Management | 10% |
| Monitoring and Evaluation | 10% |
| Communication Skills | 10% |
| Report Writing | 10% |
| Public Administration | 10% |
| **9** | **Deputy Director (Evaluation)** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Project Management | 10% |
| Business Management | 10% |
| Monitoring and Evaluation | 10% |
| Communication Skills | 10% |
| Introduction to Statistics | 10% |
| Public Administration | 10% |
| **10** | **Planning Officer** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Basic Computer Knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Planning and Management | 10% |
| Report Writing | 10% |
| Project Management | 10% |
| Capital Budgeting Decisions | 10% |
| Administrative Procedures | 10% |
| **11** | **Monitoring Officer** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Basic computer knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Fundamentals of Economics | 10% |
| Financial Management | 10% |
| Public Administration | 10% |
| Monitoring & Evaluation | 10% |
| Business Statistics | 10% |
| **12** | **Demographer** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Basic computer knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Statistics | 10% |
| Fundamentals of Economics | 10% |
| Introduction to Information Technology | 10% |
| Project Management | 10% |
| Report Writing | 10% |
| **13** | **Deputy Director** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Basic computer knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Public Health | 10% |
| Project Management | 10% |
| Public Relations | 10% |
| Communication Skills | 10% |
| Report Writing | 10% |
| **14** | **Research Associate** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Basic computer knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Introduction to Statistics | 10% |
| Communication Skills | 10% |
| Report Writing | 10% |
| Planning Surveys & Data Analysis | 10% |
| Research Methodology | 10% |
| **15** | **System Network Analyst** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Basic Computer Knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Fundamentals of IT | 10% |
| Operating Systems | 10% |
| Network and Communication | 10% |
| Hardware and Software | 10% |
| Database Systems | 10% |
| **16** | **Database Administrator** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Data Base Performance Management | 10% |
| Backup/Recovery, troubleshoot, optimize | 10% |
| Database Basics | 10% |
| Operating Systems | 10% |
| Database Management System (DBMS) | 10% |
| Data Structure | 10% |
| **17** | **Computer Operator** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Basic Computer Knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Programming Fundamentals | 10% |
| Computer Software | 10% |
| Introduction to Computers | 10% |
| Windows Operating System | 10% |
| Data Communication & Networking | 10% |
| **18** | **Law Officer** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Business Law | 20% |
| Corporate Law | 10% |
| Criminal Law | 10% |
| Civil law | 10% |
| Project Management | 10% |
| **19** | **Driver** | **As per the Advertisement** | **50%** |
| IQ | 10% |
| Traffic Rules | 10% |
| Driving Skills | 10% |
| General Knowledge | 10% |
| Islamiyat/Ethics | 10% |
| **20** | **Naib Qasid** | **As per the Advertisement** | **50%** |
| IQ | 10% |
| Office Manners | 10% |
| General Knowledge | 10% |
| Pakistan Studies | 10% |
| Islamiyat/Ethics | 10% |