**Approved Content Weightagesfor “Punjab Family Planning Program”**

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| **Sr. No.** | **Designation of the Post** | **Criteria and Subject Division** | **Subject**  **% Weight** |
| **1** | **Communication Specialist** | **As per Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| Quantitative | 10% |
| **Subjective** | **60%** |
| Introduction to Mass Communication | 10% |
| Public Relations Strategies | 10% |
| International/Global Communication | 10% |
| Advertising and Public Relations | 10% |
| Media Ethics and Laws | 10% |
| Communication Theories | 10% |