

## **Syllabus for Written Test**

**Position:** Assistant Manager (Marketing & Promotion)

**Time Allowed:** Two Hours

| Section                                 | Title                | Marks | Questions | Time       |
|-----------------------------------------|----------------------|-------|-----------|------------|
| Part-I: Multiple Choice Questions (70%) |                      |       |           |            |
| 1                                       | Specialized Section  | 40    | 40        | 80 Minutes |
| 2                                       | Analytical Reasoning | 15    | 15        |            |
| 3                                       | General Knowledge    | 15    | 15        |            |
| Part-II: Subjective Question (30%)      |                      |       |           |            |
| 4                                       | Essay Writing        | 30    | 2         | 40 Minutes |

### **1. Specialized Section:**

Specialized Section will include but not be limited to strategic marketing, product-market-fit, channels of marketing, functions of marketing, contemporary marketing challenges, stakeholders' relationship management, Above the Line & Below the Line Marketing Activities, PR Strategies, data inferences & decision making, Digital & Conventional Marketing, Investor Communication & PR, Event Management & Promotion.

### **2. Analytical Reasoning:**

Analytical Reasoning section will include but not be limited to statements and conclusions, cause and effect, analogies, pattern recognition, relationship deduction, number series, missing numbers, critical reasoning etc.

### **3. General Knowledge**

General Knowledge will include but not be limited to current affairs, Pakistan studies, geography, currencies, international relations, trade and commerce relationships, entrepreneurial ecosystem.

### **4. Essay Writing:**

Essay writing topics will include but not be limited to:

- Strategic Marketing
- Marketing Challenges
- PR Strategies
- Data inferences & decision making.
- Digital & Conventional Marketing,
- Investor Communication & PR,
- Event Management & Promotion
- Other related topics