

Syllabus for Written Test

Position: Manager Marketing, Promotions, Trade & Investment

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, Investment Promotion Strategies, Trade Facilitation & Chambers Liaison.

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.
- Economics
- Investment Promotion Strategies,
- Trade Facilitation & Chambers Liaison
- Other related topics