

SYLLABUS

Deputy Director (PR)

UNIT-1: PUBLIC RELATION

Public Relations: Definitions, PR as a communication function.

Difference between PR, Propaganda and Public Opinion, Advertising.

PR as a two way communication, process of PR, PR in different sectors like Govt., Non-Govt.

Publics in Public Relations, Management of Crisis by PR. PR communication and how to be effective PR communicator.

UNIT-2: PR PUBLICS

Types of PR Public: Internal and External

PR Tools, Press Conference, Press Releases, Journals

Code of ethics of PR, Laws pertaining to Press.

UNIT-3: ADVERTISING

Definitions, Scope Functions, historical development Types of Advertising

Ethical Aspects of Advertising, Law and Advertising. Advertising and Marketing

UNIT-4: Advertising Agency

Structure and Functions and Types of Advertising Agency

Advertising Appeals, media Selection and copy writing-newspapers, magazines, Radio, Television, Outdoor.

Advertising testing and research.

To measure candidate's reasoning ability, quantitative aptitude and proficiency in English and General Awareness

- a) Test of Reasoning
- b) Test of Quantitative Aptitude
- c) Test of General Awareness and
- d) Test of English Language

Deputy Director (Planning), Assistant Director (Planning) **AR Architecture and Planning**

Section 1: Architecture and Design Visual composition in 2D and 3D; Principles of Art and Architecture; Organization of space; Architectural Graphics; Computer Graphics– concepts of CAD, BIM, 3D modeling and Architectural rendition; Programming languages and automation. Anthropometrics; Planning and design considerations for different building types; Site planning; Circulation- horizontal and vertical; Barrier free design; Space Standards; Building Codes; National Building Code. Elements, construction, architectural styles and examples of different periods of Indian and Western History of Architecture; Oriental, Vernacular and Traditional architecture; Architectural developments since Industrial Revolution; Influence of modern art on architecture; Art nouveau, Eclecticism, International styles, Post Modernism, Deconstruction in architecture; Recent trends in Contemporary Architecture; Works of renowned national and international architects.

Section 2: Building Materials, Construction and Management Behavioral characteristics and applications of different building materials viz. mud, timber, bamboo, brick, concrete, steel, glass, FRP, AAC, different polymers, composites. Building construction techniques, methods and details; Building systems and prefabrication of building elements; Principles of Modular Coordination; Estimation, specification, valuation, professional practice; Construction planning and equipments; Project management techniques e.g. PERT, CPM etc.

Section 3: Building and Structures Principles of strength of materials; Design of structural elements in wood, steel and RCC; Elastic and Limit State design; Structural systems in RCC and Steel; Form and Structure; Principles of Pre-stressing; High Rise and Long Span structures, gravity and lateral load resisting systems; Principles and design of disaster resistant structures.

Section 4: Environmental Planning and Design Ecosystem- natural and man-made ecosystem; Ecological principles; Concepts of Environmental Impact Analysis; Environmental considerations in planning and design; Thermal comfort, ventilation and air movement; Principles of lighting and illumination; Climate responsive design; Solar architecture; Principles of architectural acoustics; Green Building- Concepts and Rating; ECBC; Building Performance Simulation and Evaluation; Environmental pollution- types, causes, controls and abatement strategies.

Section 5: Urban Design Concepts and theories of urban design; Public Perception; Townscape; Public Realm; Urban design interventions for sustainable development and transportation; Historical and modern examples of urban design; Public spaces, character, spatial qualities and Sense of Place; Elements of urban built environment – urban form, spaces, structure, pattern, fabric, texture, grain etc; Principles, tools and techniques of urban design; Urban renewal and conservation; Site planning; Landscape design; Development controls – FAR, densities and building byelaws.

Section 6: Urban Planning and Housing Planning process; Types of plans - Master Plan, City Development Plan, Structure Plan, Zonal Plan, Action Area Plan, Town Planning Scheme, Regional Plan; Salient concepts, theories and principles of urban planning; Sustainable urban development; Emerging concepts of cities - Eco-City, Smart City, Transit Oriented Development (TOD), SEZ, SRZ etc. Housing;

Concepts, principles and examples of neighborhood; Housing typologies; Slums; Affordable Housing; Housing for special areas and needs; Residential densities; Standards for housing and community facilities; National Housing Policies, Programs and Schemes.

Section 7: Planning Techniques and Management Tools and techniques of Surveys – Physical, Topographical, Land use and Socioeconomic Surveys; Methods of non-spatial and spatial data analysis; Graphic presentation of spatial data; Application of G.I.S and Remote Sensing techniques in urban and regional planning; Decision support system and Land Information System. Urban Economics; Law of demand and supply of land and its use in planning; Social, Economical and environmental cost benefit analysis; Techniques of financial appraisal; Management of Infrastructure Projects; Development guidelines such as URDPFI; Planning Legislation and implementation – Land Acquisition Act, PPP etc.; Local Self-Governance.

Section 8: Services, Infrastructure and Transportation Building Services: Water supply; Sewerage and drainage systems; Sanitary fittings and fixtures; Plumbing systems; Principles of internal and external drainage system; Principles of electrification of buildings; Intelligent Buildings; Elevators and Escalators - standards and uses; Air-Conditioning systems; Firefighting Systems; Building Safety and Security systems. Urban Infrastructure – Transportation, Water Supply, Sewerage, Drainage, Solid Waste Management, Electricity and Communications. Process and Principles of Transportation Planning and Traffic Engineering; Road capacity; Traffic survey methods; Traffic flow characteristics; Traffic analyses and design considerations; Travel demand forecasting; Land-use – transportation - urban form inter-relationships; Design of roads, intersections, grade separators and parking areas;

Hierarchy of roads and level of service; Traffic and transport management and control in urban areas; Mass transportation planning; Paratransits and other modes of transportation, Pedestrian and slow moving traffic planning; Intelligent Transportation Systems. Principles of water supply and sanitation systems; water treatment; Water supply and distribution system; Water harvesting systems; Principles, Planning and Design of storm water drainage system; Sewage disposal methods; Methods of solid waste management - collection, transportation and disposal; Recycling and Reuse of solid waste; Power Supply and Communication Systems, network, design and guidelines.

To measure candidate's reasoning ability, quantitative aptitude and proficiency in English and General Awareness

- e) Test of Reasoning
- f) Test of Quantitative Aptitude
- g) Test of General Awareness and
- h) Test of English Language

Assistant Director (Ministerial)

(A) General Intelligence & Reasoning: It would include questions of both verbal and non-verbal type. This component may include questions on analogies, similarities and differences, space visualization, spatial orientation, problem solving, analysis, judgment, decision making, Visual memory, discrimination, observation, relationship concepts, arithmetical reasoning and figural classification, arithmetic number series, non- verbal series, coding and decoding, statement conclusion, syllogistic reasoning etc. The topics are, Semantic Analogy, Symbolic/Number Analogy, Figural Analogy, Semantic Classification, Symbolic/Number Classification, Figural Classification, Semantic Series, Number Series, Figural Series, Problem Solving, Word Building, Coding & decoding, 19 Numerical Operations, symbolic Operations, Trends, Space Orientation, Space Visualization, Venn Diagrams, Drawing inferences, Punched hole/pattern–folding & unfolding, Figural Pattern– folding and completion, Indexing, Address matching, Date & city matching, Classification of centre codes/roll numbers, Small & Capital letters/numbers coding, decoding and classification.

(B) General Awareness: Questions in this component will be aimed at testing the candidates general awareness of the environment around him and its application to society. Questions will also be designed to test knowledge of current events and of such matters of every day observations and experience in their scientific aspect as may be expected of any educated person. The test will also include questions relating to India and its neighbouring countries especially pertaining History, Culture, Geography, Economic Scene, General Policy & Scientific Research.

(C) Quantitative Aptitude: The questions will be designed to test the ability of appropriate use of numbers and number sense of the candidate. The scope of the test will be computation of whole numbers, decimals, fractions and relationships between numbers, Percentage. Ratio & Proportion, Square roots, Averages, Interest, Profit and Loss, Discount, Partnership Business, Mixture and Allegation, Time and distance, Time & Work, Basic algebraic identities of School Algebra, Triangle and its various kinds of centers, Congruence and similarity of triangles, Circle and its chords, tangents, angles subtended by chords of a circle, common tangents to two or more circles, Triangle, Quadrilaterals, Regular Polygons, Circle, Sphere, Hemispheres, Rectangular Parallelepiped, Regular Right Pyramid with triangular or square base, Trigonometric ratio, Standard Identities,

(D) English Language & Comprehension: Questions in this components will be designed to test the candidate's understanding and knowledge of English Language and will be based on spot the error, fill in the blanks, synonyms, antonyms, spelling/detecting misspelt words, idioms & phrases, one word substitution, improvement of sentences, active/passive voice of verbs, conversion into direct/indirect narration, shuffling of sentence parts, shuffling of sentences in a passage, cloze passage & comprehension passage.

Questions will also ask from respective discipline required for job.

Assistant Accounts Officer

Part-I Based on advance knowledge of Academic field on following topics:

- a) Financial analysis of Balance Sheet and Income Statement
- b) Capital Budgeting decisions (Risk and Return analysis, Sensitivity analysis, Capital rationing, adjusted net Present value, Replacement decision, Impact of inflation on capital budgeting decision etc.)
- c) Rebate, Relief and refunds under provisions of Income Tax.

Part-II To measure candidate's reasoning ability, quantitative aptitude and proficiency in English and General Awareness

- a) Test of Reasoning
- b) Test of Quantitative Aptitude
- c) Test of General Awareness and
- d) Test of English Language



Sectional Officer (Horticulture)

Candidates must have knowledge of – Horticulture, Styles of Gardening, Lawn Development, Roadside\plantation of trees/shrubs. Flowering shrubs, Hedges, Bonsai and its maintenance, Annual flowers, Topiary, Indoor and outdoor potted plants, Propagation of roses , Chrysanthemum, Dahlia, Bougainvillea, Hanging Basket, Cultivation of Cut flowers i.e. Roses, Gladiolus, Orchids, Tuberose, Lilium and Anthurium , Ground Covers, Medicinal Plants, Scented Shrubs/Trees, Propagation, Plant Protection, Nursery management, Routine Garden operations, Features of the garden, Flower shows and Garden Competitions, Floral ornaments and Flower Arrangements.

To measure candidate's reasoning ability, quantitative aptitude and proficiency in English and General Awareness

- a) Test of Reasoning
- b) Test of Quantitative Aptitude
- c) Test of General Awareness and
- d) Test of English Language

SARKARIRERESULT.COM



Junior Hindi Translator

Stage-I: a) General Hindi : 100 marks (Objective type) b) General English : 100 marks (Objective type) The questions will be designed to test the candidates' understanding of the languages and literature, correct use of words, phrases and idioms and ability to write the languages correctly, precisely and effectively. The questions will be of degree level.

Stage-II: Translation and Essay: 200 Marks (Conventional Type) The paper will contain two passages for translation-one passage for translation from Hindi to English and one passage for translation from English to Hindi, and an Essay each in Hindi and English, to test the candidates' translation skills and their ability to write as well as comprehend the two languages correctly, precisely and effectively. The level of the paper will be consistent with the educational qualifications prescribed

SARKARIRERESULT.COM