



UNIVERSITY OF KASHMIR

NAAC ACCREDITED GRADE A++

UNIVERSITY CAMPUS, HAZRATBAL, SRINAGAR 190006, KASHMIR.

NOTICE

It is notified for the information of all the candidates who have applied for the post of **Public Relations Officer (PGD-CNV-3)** advertised vide Advertisement Notice No. 01 of 2026 dated 01-01-2026 that the **Selection Criteria, Scheme and Syllabus** for the said post shall be as under:

Scheme & Selection Criteria

Short-listing/Selection Criteria	Maximum Marks
1. Objective Type Written Test (OMR Based)	80 Marks
2. Interview	20 Marks
Total Marks	100 Marks

Important Instructions

1. Candidates shall be shortlisted for appearing in the Interview on the basis of merit obtained in the OMR-based Written Test in the ratio of **1:5** of the number of posts advertised.
2. The OMR-based Written Test shall carry **80 marks**, with **0.25 negative marks** for each incorrect answer.
3. In case of a tie in the merit obtained in the OMR-based Written Test at the cutoff point for shortlisting, all such candidates shall be called for Interview.
4. The Interview shall carry **20 marks**.
5. The final selection shall be made on the basis of aggregate merit obtained in the OMR-based Written Test and Interview.

Scheme for Objective Type Written Test (OMR Based)

Particulars	Details
Number of Objective Type Questions	80
Marks allotted to each correct answer	01
Negative marks for each incorrect answer	0.25 per question
Time allowed	90 Minutes

Syllabus for Objective Type Written Test

Section I: English Language Skills – I

- Parts of Speech
- Tenses
- Articles
- Subject-Verb Agreement
- Direct and Indirect Speech
- One Word Substitution
- Common Errors in Spelling
- Synonyms and Antonyms

Section II: English Language Skills – II

- Reading Comprehension
- Verbal Reasoning
- Summary/Note Taking
- Letter Writing (Formal)
- Email (Formal Email Etiquette)
- Minutes/Memos/Circulars/Notices
- PowerPoint Presentations
- Report Writing

Section III: Public Relations & Communication – I

- Concept, Nature and Functions of Public Relations
- Models and Approaches of Public Relations
- Tools and Techniques of Public Relations
- Effective Communication and Communication Barriers
- Crisis Communication and Reputation Management
- Public Relations and Communication in Educational Institutions

Section IV: Public Relations & Communication – II

- National and International Organizations and Professional Bodies Related to PR
- Publics, Advertising vs. PR vs. Propaganda, Advocacy, Publicity, Public Opinion
- Employee Communication and PR in Crisis Management
- Ethics in Public Relations
- Media Relations, Event Management, Alumni Relations and Outreach Programmes

Section V: Digital/Social Media and Public Relations

- Basics of Digital and Online Communication
- Social Media Platforms and their Use in Institutional Communication
- Digital Content: Features and Types; characteristics of Effective Digital Content
- Digital PR, its Components and Strategies
- Online Publicity and Communication Tools (online campaigns, Digital outreach methods)
- Information Disorder and Types
- Online Reputation Management
- Professional Conduct and Netiquette in Online Communication

Section VI: Higher Education and University Administration

- Structure and Functions of Universities and Higher Educational Institutions
- University Governance, Administration and Institutional Functioning
- Roles and Functions of University Authorities and Officers
- Higher Education Regulatory Bodies, Ranking and Accreditation Systems
- National Education Initiatives and recent developments in higher education; implementation of NEP 2020)
- University Statutory Bodies, regulatory mechanisms and Student Support Systems : (Internal Complaints committee (ICC), Grievance Redressal Cell, Anti Ragging Mechanism, Internal Quality Assurance, Students Welfare and counseling Systems)

Section VII: IT Literacy

- IT Act, 2000, Digital Personal Data Protection Act, 2023
- MS Word, MS Excel, MS PowerPoint
- Image Formats: JPEG, PNG, GIF, SVG, TIFF
- Graphic Design Tools : Canva, Adobe Photoshop
- Cyber Safety and Safe Internet Practices
- Cloud Storage and Online Collaboration Tools
- Digital Documentation and Presentation Tools
- Content Management Systems and Online Publishing Tools

Section VIII: Current Affairs

- Major Global and National Events
- National and International Awards in films, literature, arts and culture
- National and International Honours and Appointments
- Sports Events of National and International Significance
- Major International Organisations, Agreements and Summits

Section IX: General Awareness (Jammu & Kashmir)

- Geography, Climate, Major Rivers and Lakes
- Forest Resources, National Parks and Wildlife Sanctuaries
- Agriculture, Irrigation and Energy Resources
- Ethnic Groups, Administrative Units, Languages, Arts and Crafts
- Tourism, Cuisine and Sports
- Higher Education in Jammu and Kashmir, Technical Education in Jammu & Kashmir
- Tribes, Tribal Population, Linguistic and Ethnic Minorities

Section X: Laws and Regulations in Higher Education

- Higher Education in India (Acts and Legislation)
- Anti-Ragging laws: UGC Regulations, 2009
- Student Grievance Redressal Mechanisms
- Differently abled students-RPwD Act 2016
- RTI Act, 2005 application in universities
- Prevention of Sexual Harassment (PoSH) Act, 2013
- IT Act and Digital Personal Data Protection Act, 2023
- Copyright Act

By order,

Sd/-
**Deputy Registrar
Recruitment**

No. F/PRO/KU/26

Dated: 05-06-2026