



# University of Kashmir

NAAC Accredited Grade A+  
University Campus, Hazratbal, Srinagar 190006, Kashmir.

## NOTIFICATION

It is notified for the information of all the candidates who had applied for the posts of **Liaison Officer** advertised vide Advertisement Notice NO.07 dated 28-07-2023, that the selection criteria, scheme and syllabus, for the said post shall be as under. Further, the written test (OMR based) will be tentatively conducted in the 2<sup>nd</sup> week of October 2023.

### Scheme & Selection Criteria

Short listing /Selection Criteria	Maximum Marks
1. Objective Type written test (OMR based)	80 Marks
2. Interview	20 Marks
<b>Total Marks</b>	<b>100</b>

The candidate(s) who qualify the written examination with minimum of 20 marks shall be listed in the order of merit and called for appearing in the interview in the ratio of 1:5 in each category of the advertised post.

### Scheme for Objective-Type Written Test (OMR based)

Number of objective type questions	80
Number of objective type questions from each unit	16
Marks allotted to each correct answer	01
Negative marks	0.25 per wrong answer
Time allowed	90 minutes

No: F(NT-07)KU/23  
Dated: 11-09-2023

Sd/-  
Deputy Registrar  
Recruitment

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Syllabus for the appointment of Liaison officer, University of Kashmir.

**Unit I**

**Communication Skills**

- Fundamentals of Communication Role and purpose of communication: 7 Cs of communication
- Barriers to effective communication
- Non-verbal communication (body language, para language, Chronemics, Haptics Proxemics)
- Channels of Communication
- Forms of Communication: one-to-one, informal and formal
- Role of communication in Organizational effectiveness
- Effective Listening Skills: principles and barriers

**Unit II**

**Soft Skills**

- Leadership qualities
- Interpersonal communication, negotiation skills, building rapport
- motivation
- time management
- critical thinking
- creativity
- decision making
- problem solving, trouble-shooting & resourcefulness
- stress management
- Workplace Etiquette
- Telephonic Etiquette

**Unit III**

**Writing Skills**

- Letter writing: Types and formats
- Paragraph Writing
- Business Letters (inquiry, quotation, complaint, cover letter, interview letter, appointment letter)
- Agenda and minutes
- Note taking

- Report writing
- E-mail
- Memoranda, notice and circulars

#### **Unit IV**

##### **Public Relations / Speaking Skills/ Use of Technology**

- Public Speaking
- Presentation, Power point presentation
- Group Discussion
- Video conferencing
- Web conferencing
- Social networking in official set-ups
- Marketing management and branding of Institutions (building Institution and Identity)
- Public relation Management (PR with Media, employees, civil society)
- Preparation of Press conferences
- Press Releases

#### **Unit V**

##### **English Grammar and Vocabulary/ Reasoning**

- Reading comprehension
- Synonyms and Antonyms
- One Word Substitution
- Idioms and Phrases
- Sentence rearrangement
- Subject-verb Agreement
- Misspelt Words
- Prepositions
- Articles
- Modals
- Verbal and Numerical reasoning Ability