

# UNIVERSITY OF JAMMU

## Notification

### Syllabus for Entrance/Screening Test for the post of Liaison Officer

S.No	Examination Type	Units	No. of Questions	Marks	Duration
1	Multiple Choice Questions	All the Units	20 from each unit	100	2 Hrs

#### Tentative Syllabi for Liaison Officer

- I. **Communication: An Introduction:** Definition, Nature and Scope of Communication, Importance and Purpose of Communication, Process of Communication, Types of Communication: Non-Verbal Communication, Personal Appearance, Gestures, Postures, Facial Expression, Body Language (Kinesics), Time Language and strategies for Improving Non-Verbal Communication.
- II. **Communication Network in Institutions:** Personal Communication, Internal Operational Communication, External Operational Communication, Horizontal (Lateral) Communication, Vertical (Downward) Communication, Vertical (Upward) Communication.
- III. **Soft Skills for Leadership and Team Management:** Qualities of a Good Leader, Leadership Styles, Decision Making, Intrapersonal skills, Problem solving, Critical thinking, Negotiation skills, coordination efforts, incident response and conflict resolution, Liaison officer: Types, Roles and responsibilities of Liaison Officer, Manage facility requirements to support security, space, logistic support and transportation nodes, geographic and storage considerations, Coordinate institutional policies.
- IV. **Public Relation Management:** Distribution and relaying of information through various ICT Tools, public speaking, managing public relations with media, sponsors, staff, and other stakeholder including civil society, Electronic Public Relations: Handling various social media platforms like Facebook, LinkedIn, twitter and also other social media platforms role of PR function as a powerful image development strategy for institution Preparation of press conferences, interviews, phone calls and face-to-face meetings and written communications, including press releases to the public and other stakeholders.
- V. **Marketing Management & Branding:** Marketing-A Conceptual Analysis, Marketing Communications, Theory of Practicing & Advertising, Public Affairs Management, Brand Management and brand equity, Communication the value offering through the elements of integrated marketing communications: Promotion (Communications Strategy), Promotion Mix, Designing of an integrated marketing communication campaign.

**Suggested Readings:**

- Kotler, P., & Keller, K.L. (2006). Marketing management 12e. New Jersey, 143.
- Hinde, R.A., & Hinde, R.A. (Eds.). {1972}. Non-verbal Communication, Cambridge University Press.
- Hatim, B. (1977). Discourse features in non-verbal communication. Nonverbal Communication and Translation: New Perspectives and Challenges in Literature, Interpretation and the media, Amsterdam/ Philadelphia: John Benjamins, 49-66.
- Treadwell, D., & Treadwell, J. B. (2004). Public relations writing: Principles in practice. Sage.
- Bivins, T., & Bivins, T. (2003). Mixed media: Moral distinctions in advertising, public relations, and Journalism. Routledge.
- Robbins, S., Judge, T.A., Millett, B., & Boyle, M. (2013). Organisational behavior. Pearson Higher Education AU.

*Masrath*  
**REGISTRAR**  
*[Signature]*  
*2022*

No. Estab./C&R/NTW/22/1382  
Dated: - 25-05-2022