

NATURE OF PAPER
G-III EXAMINATION
SOCIAL MEDIA MARKETING

Theory Paper:

- In theory 40% will be passing marks.
- No Break will be observed between objective & subjective theory paper.

Objective Paper

Time: One Hour

Sr.#	Subject	Total Questions	Type of Questions	Division of Marks	Total Marks
1.	Social Media Fundamentals & Marketing	19	10-MCQs 3-MCQs with Reasoning 6-Fill in the blanks	10 12 (1+3 each) 12	100
2.	Adobe Illustrator, Adobe Photoshop and MS Office	18	9-MCQs 3-MCQs with Reasoning 6-Fill in the blanks	9 12 (1+3 each) 12	
3.	Functional English	18	9-MCQs 3-MCQs with Reasoning 6-Fill in the blanks	9 12 (1+3 each) 12	

Subjective Paper

Time: Two Hours

Sr.#	Subject	Total Questions	Weightage	Division of Marks	Total Marks
1.	Social Media Fundamentals & Marketing	4	10+10+10+10	40	100
2.	Adobe Illustrator, Adobe Photoshop and MS Office	3	10+10+10	30	
3.	Functional English	2	15+15	30	

Practical Test:

- In Practical 60% will be passing marks.
- Each day Practical will consist of different tasks.

Time: 4 Hours Each Day

Day	Subject	Marks
1 st Day	• Social Media Marketing (Facebook, Instagram, Twitter and YouTube)	100
2 nd Day	• Adobe Illustrator, Adobe Photoshop and MS Office	100

Note: Absence on any day during Practicals will be treated as 'Absent in Practical Test' and will result in a failed status.

8/11/23
RIFFAT MANZOOR
Deputy Director
Trade Testing Board
TEVTA, Punjab, Lahore.

NATURE OF PAPER
G-III EXAMINATION
Arts & Crafts Accessories

Theory Paper:

- In theory 40% will be passing marks.
- No Break will be observed between objective & subjective theory paper.

Objective Paper

Time: One Hour

Sr.#	Subject	Total Questions	Type of Questions	Division of Marks	Total Marks
1.	Embellishment Techniques	19	10-MCQs 3-MCQs with Reasoning 6-Fill in the blanks	10 12 (1+3 each) 12	100
2.	Design, Pattern Making & Project Development	18	9-MCQs 3-MCQs with Reasoning 6-Fill in the blanks	9 12 (1+3 each) 12	
3.	Basic Material (Traditional & Non Traditional)	18	9-MCQs 3-MCQs with Reasoning 6-Fill in the blanks	9 12 (1+3 each) 12	

Subjective Paper

Time: Two Hours

Sr.#	Subject	Total Questions	Weightage	Division of Marks	Total Marks
1.	Embellishment Techniques	4	10+10+10+10	40	100
2.	Design, Pattern Making & Project Development	3	10+10+10	30	
3.	Basic Material (Traditional & Non Traditional)	2	15+15	30	

Practical Test:

- In Practical 60% will be passing marks.
- Each day Practical will consist of different tasks.

Time: 4 Hours Each Day

Day	Subject	Marks
1 st Day	• Embellishment Techniques	100
2 nd Day	• Design, Pattern Making & Project Development	100

Note: Absence on any day during Practicals will be treated as 'Absent in Practical Test' and will result in a failed status.

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