

डॉक्टर हरीसिंह गौर विश्वविद्यालय, सागर (म.प्र.)
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 (केन्द्रीय विश्वविद्यालय A Central University)

1. Scheme of Examination for Direct Recruitment to the post of PUBLIC RELATON OFFICER:

(A) All questions are objective type and carry one mark each without negative marking for wrong answer:

MCQ Type	Test Components	Duration 2 hrs.
		Marks
(a)	Current Affairs	20
(b)	Introduction of Public Relation: <ul style="list-style-type: none"> ➤ Development of PR and Basic Concept ➤ PR and Corporate Communication ➤ Organizational Structure and PR ➤ Qualities and Duties of PR 	20
(c)	PR Agencies and Functions: <ul style="list-style-type: none"> ➤ Structure of PR Agencies ➤ Function of PR Agencies ➤ Govt. PR Agencies and Private PR Agencies ➤ PR and Client Servicing 	20
(d)	Sources of Public Relation: <ul style="list-style-type: none"> ➤ Press Note ➤ House Journal ➤ Press Visit and Press Conference ➤ Other Means 	20
(e)	Writing & Designing: <ul style="list-style-type: none"> ➤ Advertising Copy Writing, Elements of Design and Layout Formats. ➤ Visual Communication, structboard script, Radio & TV Commercials ➤ Writing and Editing Skills in Public Relation ➤ Multi News Release, House Journal, Bulletin Board, Backgrounders 	20
TOTAL		100

NOTE:

The candidates appeared in the written test shall be shortlisted for appearing in the interview in order of merit restricting the ratio 1:15 as prescribed in the CRR 2018. However, the marks scored in the written test are only for short-listing the candidates and it will have no weightage in the interview. The selection of the candidate for the post will be solely based on his/her performance in the interview.