

AIPR Level 1 – Exam Blueprint and Preparation Guide

This document is intended to help candidates clearly understand the structure, scope, and preparation expectations for the **AIPR Level 1 Examination**. It outlines the assessment blueprint, section-wise coverage, and focused preparation guidance to support effective and confident exam readiness.

Examination Overview

- **Total Questions:** 60
- **Total Duration:** 60 Minutes
- **Number of Sections:** 8
- **Question Style:** Objective (Multiple Choice based on awareness, application, and interpretation)

Section-wise Assessment Blueprint

The table below provides a quick overview of all sections, their focus areas, and scope of assessment for easy reference.

Sl. No.	Section Name	Coverage Details
1	General Awareness	Current Affairs related to Science & Technology, National and International Affairs, Business & Economy, Sports, Entertainment, Books
2	Language Skills	Combining Sentences, Correct/Incorrect Usage, Homophones/Homonyms, Prepositions, Degrees of Comparison, Sentence Equivalence, Verbal Phrases, Jumbled Sentences, Sentence Completion, Words with Multiple Meanings, Idioms & Phrases, Articles, One-Word Substitution

3	Media Awareness	Print & Digital Media, Media Houses (India), News Anchors/Editors/Influencers, Advertising & Branding (Logos, Taglines), Electronic Media, Media Business Environment, Who's Who in Media, Viral/Fake News, Social Media News, Digital Copyright & IP, Bloggers/Analysts
4	Digital Understanding	Facebook, LinkedIn, Instagram, X (Twitter), Snapchat, YouTube, SEO, Podcast Platforms, PR Software & Tools, Media Monitoring & Analytics Tools
5	PR Industry	PR Industry (India & Global), PR Agencies & Ecosystem, Key PR Personalities, PR Functions & Campaign Management, PR & Business Acumen, Awards & Recognition
6	Problem Solving	Understanding Client Objectives, Analytical Thinking, Strategic Communication & Key Messaging, Crisis Management & Decision Making
7	Research and Analytics	Information Gathering, Data Interpretation, Trend Analysis, Presentation & Reporting, New PR Tools, Basic Financial Statements
8	Documentation	Organizational Skills, Accuracy & Consistency, Written Communication Clarity, Confidentiality & Ethical Standards

1. General Awareness

Focus Area: Current Affairs from the last **6-12 months**

Key Areas to Cover: - National and International Events - Science and Technology - Business and Economy - Sports - Entertainment - Books and Authors

Preparation Guidance: - Follow reputed national and international news sources consistently - Refer to monthly current affairs digests - Focus on factual awareness rather than deep analysis

2. Language Skills

Objective: Test grammatical accuracy, vocabulary depth, and sentence-level comprehension.

Coverage Areas: - Combining Sentences - Correct / Incorrect Usage - Homophones & Homonyms - Prepositions and Articles - Degrees of Comparison - Sentence Equivalence and Completion - Verbal Phrases - Jumbled Sentences - Words with Multiple Meanings - Idioms and Phrases - One-Word Substitution

Recommended Reference Material

Grammar & Usage: - *Wren & Martin – High School English Grammar & Composition* (Articles, Prepositions, Error Recognition, Sentence Correction) - Oxford Learner's Dictionary / Cambridge Dictionary (Online)

Vocabulary: - *Word Power Made Easy* – Norman Lewis - Barron's / Magoosh Vocabulary Lists (Online)

Topic-wise Preparation Guidance

- Learn idioms in context rather than as direct meanings
- Focus on rules and exceptions for articles and prepositions
- Study confusable words in pairs (e.g., affect vs effect)
- Use root words and word families for vocabulary
- For sentence equivalence, identify tone and logic first
- In jumbled sentences, locate the opening sentence and connectors
- Revise common grammar errors: subject–verb agreement, modifiers, parallelism

3. Media Awareness

Objective: Assess foundational understanding of the media ecosystem.

Key Areas: - Print and Digital Media - Television and Electronic Media - Famous Media Houses and Companies (India) - Popular News Anchors, Editors, Journalists, Influencers - Advertising and Branding (Logos, Taglines) - Media Business Environment - Who's Who in the Media Industry - Social Media News - Viral / Fake News Awareness - Digital Copyright and Intellectual Property



4. Digital Understanding

Objective: Evaluate awareness of major digital and social media platforms.

Platforms & Tools Covered: - Facebook - LinkedIn - Instagram - X (Twitter) - Snapchat - YouTube - SEO Basics - Podcast Platforms - PR Software and Tools - Media Monitoring and Analytics Tools

Preparation Tip: Understand the *purpose and best use* of each platform rather than technical details.

5. PR Industry Awareness

Objective: Test basic understanding of Public Relations as a profession.

Key Focus Areas: - Public Relations Industry (India & Global) - PR Agencies and Industry Ecosystem - Key Personalities in PR - PR Functions and Campaign Management - PR and Business Acumen - Awards and Industry Recognition

Important References: - PRCAI (Public Relations Consultants Association of India) - Provoke Media - SABRE Awards - Industry reports such as **SPRINT** (Study of Public Relations Insights, Nuggets and Trends)

6. Problem Solving

Objective: Assess analytical thinking and decision-making skills.

Competencies Tested: - Understanding Client Objectives - Situation Assessment and Analytical Thinking - Strategic Communication and Key Messaging - Crisis Management and Decision Making

Focus: Applying logic and structured thinking to practical PR-related scenarios.



7. Research and Analytics

Objective: Measure ability to interpret data and integrate information from multiple sources.

Coverage Areas: - Information Gathering and Research Skills - Data Interpretation - Trend Analysis - Presentation and Reporting - Awareness of New Research and Analytics Tools in PR - Basic understanding of financial statements: - Balance Sheet - Profit & Loss Statement - Cash Flow Statement

Indicative Practice Resources:

- AnalystPrep – Integrated & Multi-Source Reasoning Practice
- GMAT Official Practice – Multi-Source Reasoning Sample Questions

Note: The references provided are indicative in nature, intended for guidance, and do not constitute a comprehensive list.

8. Documentation

Objective: This section assesses a candidate's ability to create, manage, and maintain clear, accurate, and well-structured documentation that supports effective communication and informed decision-making in a professional environment.

practices.

Key Skills Tested: - Organizational Skills - Accuracy and Consistency - Clarity in Written Communication - Confidentiality and Ethical Standards
