



## AIPR Level 2 – Exam Blueprint and Preparation Guide

This document is designed to help candidates clearly understand the structure, scope, and expectations of the **AIPR Level 2 Examination**. It outlines the assessment blueprint, section-wise coverage, and focused preparation guidance to support effective and confident exam readiness.

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### Examination Overview

- **Total Questions:** 60
  - **Total Duration:** 60 Minutes
  - **Number of Sections:** 8
  - **Question Style:** Objective (application-based, situational, and analytical)
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### Section-wise Assessment Blueprint

The table below provides a consolidated overview of all sections and their assessment scope.

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



Sl. No.	Section Name	Coverage Details
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	Team Player	Collaboration & Cross-Functional Teamwork, Emotional Intelligence, Mentorship & Guidance, Client Management, Conflict Management & Mediation
7	Analytical Ability	Attention to Detail, Calendar Reasoning, Data Interpretation (Pie Charts), Figural Series, Inference, Pattern Completion, Puzzles
8	Client Consultancy Management	Effective Communication, Managing Client Leadership, Tailored Solutions, Expectation Management, Relationship Building, Client Feedback Integration

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## 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 reliable national and international news sources - Use monthly current affairs compilations - Focus on factual awareness relevant to the communications and business environment

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## 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

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## 3. Media Awareness

**Objective:** Assess foundational understanding of the media ecosystem.

**Key Focus Areas:** - Print, Television, and Digital Media Platforms - Prominent Media Houses and Digital Platforms in India - News Anchors, Editors, Journalists, Influencers - Advertising and Branding Elements (Logos, Taglines) - Media Business Environment and Industry Developments - Social Media News, Viral and Fake News Awareness - Digital Copyright and Intellectual Property

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## 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.

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

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## 6. Team Player

**Objective:** Evaluate collaborative and interpersonal effectiveness in professional settings.

**Competencies Covered:** - Collaboration and Cross-Functional Teamwork - Emotional Intelligence and Empathy - Mentorship, Guidance, and Client Interaction - Conflict Management and Mediation

**Focus:** Demonstrating cooperative behaviour, constructive feedback, and positive team contribution.

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## 7. Analytical Ability

**Objective:** Test analytical reasoning and problem-solving skills under time constraints.

**Coverage Areas:** - Attention to Detail and Accuracy - Calendar Reasoning - Data Interpretation (Pie Charts) - Figural and Pattern-Based Reasoning - Logical Inference and Puzzles

**Indicative Practice Resources:** - IndiaBix – Logical Reasoning Practice - JobTestPrep – Analytical Reasoning Tests - LearnTheta – Aptitude Questions

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

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## 8. Client Consultancy Management

**Objective:** Assess the ability to build, manage, and sustain effective client relationships.

**Key Focus Areas:** - Clear and Effective Communication - Managing Client Leadership and Expectations - Delivering Tailored Solutions - Relationship Building - Integrating Client Feedback for Continuous Improvement

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