

AIPR Level 2

Prelim Curriculum

The Prelim for AIPR Level 2 will comprise of a total of 70 questions over two competencies:

- Fundamental Competencies: Comprising 4 sections with 10 questions each
- Technical Competencies: Comprising 3 sections with 10 questions each

All questions are multiple choice. Each correct answer will carry 4 marks and each incorrect answer will carry a -1 mark.

Duration: 90 Minutes

Prelim Test Structure:

Parameters	Section	Description
Fundamental	General Awareness	Knowledge of current affairs, particularly social, economic, corporate developments that impact organisational reputation
	Language Skills	Proficiency of English language pertaining to grammar, syntax, vocabular, clarity, precision etc.
	Media Awareness	Advanced familiarity of earned media ecosystems, key publications & people across media channels
	Digital Understanding	In-depth understanding of digital media platforms, how they operate & are integrated into PR strategies
Technical	Analytical Ability	Ability to breakdown problem into its variables, apply logical reasoning, and analysis data
	Team player Assessment	Ability to work across diverse teams, manage conflicts, & complexities relating to delegation & workload sharing
	Client Centricity	Ability to understand, foresee client needs, maximise client value, manage conflicts relating to ethics, professionalism, goals etc.