



Estd. 1949

Accredited Grade 'A' by NAAC

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

**SYLLABUS FOR THE WRITTEN TEST FOR
THE POST OF PUBLIC RELATIONS OFFICER**

Unit 1:

History and Culture of Gujarat

Unit 2:

English/Gujarati/Hindi Grammar

Unit 3:

Current Affairs of India and Gujarat

Unit 4:

Computer theory with reference to basic knowledge of computer applications

Unit 5 (Topics Related to Post Notified by the University)

Public Relations: Concept, Purpose, Elements, Tools, Publicity, Networking, Advertisement, Media Planning, Press briefing etc.

Reporting techniques: Electronic and Print media, News Portal, Blogs etc.

Essential Law: Defamation, Press, Copyright, RTI etc.

Governing System of State Universities, Academic Administration, Admission and Recruitment

Contemporary issues, Current Trends and Recent developments in the field of Public relations, Reporting, Advertisement, Law etc.

NOTE:

- The objective type test shall consist of 50 Multiple Choice Questions (MCQs).
- The Objective test shall be of 100 Marks.
- Each question shall carry weightage of 2 marks.
- There will be NO negative marking.
- The candidate shall have to attempt all questions.
- Duration of the test will be of 1 hour.
- The University reserves right to set questions having heterogeneous weightage across different units considering the post notified by the University.