AIPR Level 1

Prelim Curriculum

The Prelim for AIPR Level 1 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	Grasp of English language pertaining to grammar, syntax, vocabular, clarity, precision etc.
	Media Awareness	Knowledge of earned media ecosystems, key publications & people across media channels
	Digital Understanding	Understanding of fundamentals of digital media platforms, how they operate & are used for communications
Technical	Problem Solving	Ability to breakdown problem into its moving parts, logical reasoning, and analysis data
	Research & Analytics	Grasp of fundamentals tools, techniques, frameworks & best practices of research and writing for communications
	Documentation	Understanding of popular tools, best practices and frameworks related to documentation