



गति शक्ति विश्वविद्यालय

GATI SHAKTI VISHWAVIDYALAYA

(A Central University under the Ministry of Railways, Government of India)

लालबाग, वडोदरा, गुजरात / Lalbaug, Vadodara, Gujarat 390004

Written Exam Details
for The Post of Public Relations Officer
(Adv. No. GSV/REG/ADM/ Direct Rectt/2024 dated on 17/01/25)

Exam duration : 1 hour (60 minutes)
No of questions : 60 (Each Question carries 2 Marks)
Maximum marks : 120
Negative marking : 1 mark for each wrong answer
Test type : Computer based test (CBT)
Type of Questions : Multiple Choice Question (MCQ)
Tentative Date : 12th Oct. 2025 (Sunday) (Exact date will be announced soon)

SYLLABUS

A. Communication Aspects, Theories and Methods

Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication, Levels of Communication: Intrapersonal, Interpersonal and Group Communication, Mass Communication, Online Communication.

Models of Communication (Aristotle, Lasswell, Berlo's SMCR, Shannon-Weaver, Schramm, etc.).

Verbal and Non-verbal Communication: Types and Importance.

Barriers to Communication.

Advanced Communication Research Methods.

P.R. Pitches to Clients: Writing & Presenting/ Presentation Skills .

Negotiation Strategy

Campaign planning and implementation

Communication Accommodation - Convergence – Divergence and Over Communication.

B. The Concepts, Processes and Ideologies of Mass and Visual Communication

Media and Information Literacy

Computer Skills for Media and Communication

Digital Marketing and Brand Management

New Media & Practice

Crisis Communication, Public Affairs Practices

Value added Skills for P. R.

Relationship Management

Ethics in PR, Laws & Media

PR fundamentals

Audio Visual Communication Production

New Media Theories: Online Disinhibition, Network Society, PESO Model

Development Communication and Development Organisations: International National, Governmental and others

Software usage: Marketer board, On-air Multimedia processing etc

C. Advertising: Principles, Concepts, Strategies and Management

Theories and Models of Advertising: DAGMAR Model, AIDA, Ehrenberg Model, Maslow, VIPS

Campaign Planning

Specialised Advertising

Content Creation

Customized Branding

Advertising, Marketing and PR Research

Social Media Handling: Facebook, Twitter, Instagram,

D. Network and media industry connect


9/9/25
Registrar