



भारतीय प्रौद्योगिकी संस्थान भुवनेश्वर
Indian Institute of Technology Bhubaneswar

F. No. 3-21/2022-Rectt.

Date: 5th July 2023

सूचना /NOTICE

Sub.: Provisionally shortlisted candidates for Written Test, Skill Test and Interview for the post of Assistant Public Relation Officer

Ref: Advertisement No. Rectt./01/ Non-Teaching/ 2022 dated. 04 May 2022

This is to notify that the **Written Test, Skill Test and Interview** of the provisionally shortlisted candidates at **Annexure-II** for the post of **Assistant Public Relation Officer (UR-1)** will be held as per the following schedule & list:

A. Written Test , Skill Test and Interview Schedule and Syllabus		
1	Date of Written Test and Skill Test	19 July 2023 (Wednesday)
2	Reporting Time	08:00 A.M.
3	Date of Interview	20 July 2023 (Thursday)
4	Reporting Time	08.00 A.M.
5	Venue	Indian Institute of Technology Bhubaneswar, Argul, Khordha, PIN - 752050, Odisha Ph. 0674-7134811/4815
6	Syllabus and other details of Tests	Annexure -I
B. Details of candidates shortlisted / Not shortlisted /hardcopy not received		
1	List of Provisionally shortlisted candidates	Annexure -II
2 (a)	List of candidates not shortlisted based on eligibility criteria	Annexure-III (A)
(b)	List of candidates not shortlisted whose hardcopy of applications were not received within due date i.e. 13 June 2022	Annexure-III (B)

The candidates are also requested to note the followings:

- 1) The screening of applications for the post of **Assistant Public Relation Officer** at Pay Level-10 has been done only for those candidates whose hardcopies were received at the Institute by the last date i.e. 13 June 2022 as per advertisement.
- 2) The shortlisted candidates listed at **Annexure – II** are required to appear for the Written Test and Skill test based on this notification along with copy of the call letter received through email. No individual hard copy of the call letter shall be sent. A list of shortlisted candidates for appearing interview, who are qualified in the skill test, will be made based on the written test score.
- 3) The list of candidates not fulfilling the eligibility requirements are given in Annexure –III(A) along with the reasons thereof.
- 4) The candidates listed at **Annexure-III (A) & III (B)** whose applications are not shortlisted may submit their representation only on Google Form link “ https://docs.google.com/forms/d/10ZO-ym3oSbv9NL_T9oqEsmuPbCyw5NQgww_pc9nD3oE/” by 5.00 P.M. of **8 July 2023**. No further communication shall be entertained, beyond the said date & time.
- 5) The candidates are also advised to visit the Institute website (<http://www.iitbbs.ac.in>) regularly for any further updates.

P.T.O


उप कुलसचिव (स्थापना)
Deputy Registrar (Estt.)
भा.प्रौ.सं. भुवनेश्वर / IIT Bhubaneswar
अरगुल, जटनी/Argul, Jantni-752050, ओडिशा/Odisha

Other Instructions for the candidates for appearing for above tests/Interview:

1. Candidates are required to produce a Proof of Identity issued by Govt. **(in original)** such as Aadhar Card/Passport/Driving License/PAN Card/Voter Card etc. without which the candidates will not be permitted to appear for the Written Test and Skill/Trade Test. No photocopies of the above documents shall be entertained.
2. Candidates are required to bring all the **original** Educational Certificates, Mark-sheets, testimonials, experience certificates, category certificates (SC/ST/OBC/PWD/EWS), if applicable, and any other relevant documents as mentioned in the Application Form. During actual verification from original documents, if any discrepancy is noticed, candidate(s) will not be allowed to appear for the Written Test and Skill/Trade Test.
3. Candidates are requested to bring a '**No Objection Certificate**' along with **Vigilance Clearance Certificate** from the employer, in case he/she is employed in a Government, Semi-Government, Autonomous Organization including Public Sector Undertakings etc. and whose application has not been forwarded through proper channel by the employer for this post. In the absence of **No Objection Certificate** and or any other certificate as mentioned above, the candidature shall not be considered.
4. Candidates must report at **8:00 A.M.** sharp in the scheduled date and venue, failing which the candidates will not be allowed to appear in the Written Test and Interview.
5. Electronic gadgets such as Bluetooth, mobile phone, laptop, iPad, Smart watch etc. are not allowed in the examination hall. However, candidates are required to bring writing materials such as ball point Pen (blue/black), HB Pencil etc., and non-programing scientific calculator.
6. No TA/DA shall be paid to the candidates for attending the Written Test and Interview. The candidates are advised to make their own arrangement for lodging and boarding to appear the recruitment process.


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SYLLABUS-WRITTEN TEST**Name of the Post -: Assistant Public Relation Officer**

Time for Part A , B and C = 2 hrs

Part-A: Domain Knowledge Test

Objective Type: (30 Multiple Choice Questions)

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

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 Practice
- Value added Skills for P. R.
- Relationship Management
- Ethics in PR
- P.R. Law & Media
- Audio Visual Communication Production
- Public Speaking & Presentation Skills for P.R. Professionals
- Managerial Economics
- New Media Theories: Online Disinhibition, Network Society, PESO Model
- Development Communication and Development Organisations: International National, Governmental and others
- Software usage: Marketerboard, NinjaOutreach, PressKitHero, Newswire, and OnAir
- Multimedia processing

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,

Part- B: General Awareness Test

Objective Type: (15 Multiple Choice Questions)

Syllabus:

- Current Affairs.
- General Knowledge
- Arithmetic/ Numerical Aptitudes
- Logical Reasoning

Part-C: English Proficiency Test

Subjective Type: (4 Questions)

Syllabus:

- Precis Writing
- Noting/ Drafting
- Comprehension/ Paragraph
- Vocabulary
- Listening skills
- Correspondence- emails, letters, reports, etc.

Part- D: Skill Test (Computer-based)

Time: 1 hr

Syllabus/ Broad Topics:

- Case Study on PR Strategy
- Writing Press Release
- Editing and Reporting
- Strategy Framing
- PR campaigning
- Format of a Public Relation Resume
- Software usage
- Multimedia processing
- Social media usage

N.B.:

1. The candidates who will be shortlisted in the Written Test on 19 July 2023 would be permitted to appear for Skill/Trade Test on the same day.
2. The skill test is qualifying in nature.
3. A list of shortlisted candidates for appearing interview, who are qualified in the skill test, will be made based on the written test score. The list of candidates shortlisted for Interview (to be held on 20 July 2023) will be posted on the Institute website on the day of the written test.
4. The final merit list will be based on the both written test & Interview marks.
5. The result will be published in the Institute website.


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अरगुल, जटनी/Argul, Jatni-752050, ओडिशा/Odisha

List of Provisionally Shortlisted Candidates for Written Test / Skill test for the post of

" Assistant Public Relation Officer"

S.N.	Application No.
1	NT-040522-109-APRO-0002
2	NT-040522-342-APRO-0005
3	NT-040522-795-APRO-0008
4	NT-040522-624-APRO-0018
5	NT-040522-1701-APRO-0028
6	NT-040522-2231-APRO-0033
7	NT-040522-2829-APRO-0047
8	NT-040522-2998-APRO-0049
9	NT-040522-1812-APRO-0053
10	NT-040522-1622-APRO-0054
11	NT-040522-3432-APRO-0058
12	NT-040522-3878-APRO-0064
13	NT-040522-3756-APRO-0065
14	NT-040522-4189-APRO-0068
15	NT-040522-5153-APRO-0085
16	NT-040522-2107-APRO-0088
17	NT-040522-5633-APRO-0094
18	NT-040522-5703-APRO-0098
19	NT-040522-3206-APRO-0101
20	NT-040522-5887-APRO-0104
21	NT-040522-6159-APRO-0107
22	NT-040522-830-APRO-0110
23	NT-040522-6289-APRO-0112
24	NT-040522-5695-APRO-0114
25	NT-040522-5818-APRO-0119
26	NT-040522-6155-APRO-0125
27	NT-040522-7621-APRO-0137
28	NT-040522-7489-APRO-0144
29	NT-040522-2333-APRO-0145
30	NT-040522-7899-APRO-0147

ଅଧ୍ୟକ୍ଷଙ୍କ ଦ୍ଵାରା ପଠାଯାଇଥିବା ପତ୍ରର ଅନୁସାରେ କାର୍ଯ୍ୟକାରୀ ହେବାର ସମ୍ଭାବନା ରହିଛି।

(Handwritten Signature)

ଉପ କୁଳସଚିବ (ସ୍ଥାପନା)
Deputy Registrar (Estt.)
ଭା.ପ୍ର.ସଂ. ଭୁବନେଶ୍ଵର / IIT Bhubaneswar
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List of not shortlisted candidates with reason of rejection for post of
" Assistant Public Relation Officer"

S.N.	Application No.	Rejection Criteria	S.N.	Application No.	Rejection Criteria
1	NT-040522-126-APRO-0003	NEQ,NRE,NSRD	34	NT-040522-5443-APRO-0091	NSRD
2	NT-040522-14-APRO-0004	NRE	35	NT-040522-5516-APRO-0092	NSRD
3	NT-040522-396-APRO-0011	NRE	36	NT-040522-3168-APRO-0093	OA
4	NT-040522-1651-APRO-0020	NRE	37	NT-040522-5527-APRO-0095	NRE
5	NT-040522-872-APRO-0021	NRE	34	NT-040522-5648-APRO-0096	NSRD
6	NT-040522-1579-APRO-0025	NEQ	39	NT-040522-4695-APRO-0099	NEQ,NRE
7	NT-040522-1912-APRO-0026	NARE	40	NT-040522-5956-APRO-0105	NSRD
8	NT-040522-1907-APRO-0027	OA	41	NT-040522-1149-APRO-0106	NARE
9	NT-040522-1694-APRO-0031	NARE	42	NT-040522-5271-APRO-0109	NARE,NSRD
10	NT-040522-444-APRO-0034	NRE	43	NT-040522-6668-APRO-0113	NRE
11	NT-040522-7-APRO-0035	NEQ	44	NT-040522-5213-APRO-0118	NARE,NSRD
12	NT-040522-163-APRO-0037	NEQ	45	NT-040522-6987-APRO-0122	NRE
13	NT-040522-1121-APRO-0040	NARE,NRE	46	NT-040522-7084-APRO-0123	NRE
14	NT-040522-1551-APRO-0043	NSRD	47	NT-040522-6720-APRO-0126	NARE
15	NT-040522-2268-APRO-0044	NEQ	48	NT-040522-3332-APRO-0127	NARE
16	NT-040522-1922-APRO-0048	NEQ,NRE	49	NT-040522-7365-APRO-0129	NEQ
17	NT-040522-3036-APRO-0051	NSRD	50	NT-040522-7391-APRO-0131	NRE
18	NT-040522-1056-APRO-0052	NRE	51	NT-040522-5044-APRO-0132	NSRD,OA,NRE
19	NT-040522-1992-APRO-0060	NRE	52	NT-040522-2459-APRO-0133	NEQ
20	NT-040522-2238-APRO-0061	NRE,NSRD	53	NT-040522-6596-APRO-0134	OA,NEQ
21	NT-040522-3831-APRO-0063	NEQ	54	NT-040522-4411-APRO-0140	NRE
22	NT-040522-4044-APRO-0066	NARE	55	NT-040522-6925-APRO-0143	OA,NRE,NEQ
23	NT-040522-4097-APRO-0067	NARE	56	NT-040522-7875-APRO-0146	NARE
24	NT-040522-76-APRO-0072	NSRD	57	NT-040522-7887-APRO-0148	NRE
25	NT-040522-3624-APRO-0078	NRE,NEQ	58	NT-040522-8055-APRO-0150	NRE,NEQ
26	NT-040522-4535-APRO-0079	NARE	59	NT-040522-2642-APRO-0157	NARE
27	NT-040522-3277-APRO-0080	NEQ	60	NT-040522-8058-APRO-0158	NEQ,NARE
28	NT-040522-4926-APRO-0081	NSRD	61	NT-040522-6856-APRO-0161	NSRD
29	NT-040522-5112-APRO-0083	NEQ	62	NT-040522-6169-APRO-0164	NEQ,NSRD
30	NT-040522-5117-APRO-0084	NEQ	63	NT-040522-8363-APRO-0171	NRE
31	NT-040522-3644-APRO-0086	NSRD,NARE			
32	NT-040522-5137-APRO-0087	NRE			
33	NT-040522-5391-APRO-0090	NEQ			


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15/08/2022
 15/08/2022
 15/08/2022

Sl no.	Abbreviation of rejection criteria	
1	NEQ	No Essential educational qualification
2	NARE	No adequate required experience
3	NRE	No relevant experience
4	NE	No experience
5	OA	Overage
6	NSRD	Non- submission of required documents
7	NAF	No application fee
8	NBRC	Not belongs to required category

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Annexure-III (B)

List of candidates whose hardcopy of applications were not received within due date i.e. 13/06/2022

S.N.	Application No.	S.N.	Application No.
1	NT-040522-6-APRO-0001	20	NT-040522-2102-APRO-0046
2	NT-040522-529-APRO-0006	21	NT-040522-3285-APRO-0056
3	NT-040522-243-APRO-0010	22	NT-040522-3337-APRO-0057
4	NT-040522-743-APRO-0012	23	NT-040522-2450-APRO-0059
5	NT-040522-1199-APRO-0013	24	NT-040522-3689-APRO-0062
6	NT-040522-1361-APRO-0014	25	NT-040522-4254-APRO-0069
7	NT-040522-254-APRO-0016	26	NT-040522-4408-APRO-0070
8	NT-040522-1568-APRO-0017	27	NT-040522-4496-APRO-0071
9	NT-040522-1348-APRO-0019	28	NT-040522-4470-APRO-0073
10	NT-040522-881-APRO-0022	29	NT-040522-4590-APRO-0075
11	NT-040522-67-APRO-0024	30	NT-040522-4296-APRO-0076
12	NT-040522-1966-APRO-0029	31	NT-040522-4670-APRO-0077
13	NT-040522-1717-APRO-0030	32	NT-040522-1148-APRO-0082
14	NT-040522-2202-APRO-0032	33	NT-040522-2921-APRO-0089
15	NT-040522-1372-APRO-0036	34	NT-040522-5229-APRO-0097
16	NT-040522-2550-APRO-0038	35	NT-040522-4528-APRO-0100
17	NT-040522-2445-APRO-0039	36	NT-040522-5053-APRO-0102
18	NT-040522-2656-APRO-0041	37	NT-040522-5082-APRO-0103
19	NT-040522-2704-APRO-0045	38	NT-040522-5743-APRO-0111
39	NT-040522-6728-APRO-0115	60	NT-040522-7943-APRO-0165
40	NT-040522-338-APRO-0116	61	NT-040522-6562-APRO-0166
41	NT-040522-6399-APRO-0117	62	NT-040522-2807-APRO-0167
42	NT-040522-7011-APRO-0120	63	NT-040522-8054-APRO-0168
43	NT-040522-4577-APRO-0121	64	NT-040522-8130-APRO-0169
44	NT-040522-2845-APRO-0124	65	NT-040522-8367-APRO-0170
45	NT-040522-7387-APRO-0130		
46	NT-040522-7560-APRO-0135		
47	NT-040522-7360-APRO-0136		
48	NT-040522-3484-APRO-0139		
49	NT-040522-7843-APRO-0141		
50	NT-040522-7732-APRO-0142		
51	NT-040522-8007-APRO-0149		
52	NT-040522-7674-APRO-0151		
53	NT-040522-6774-APRO-0153		
54	NT-040522-8086-APRO-0154		
55	NT-040522-2508-APRO-0155		
56	NT-040522-4418-APRO-0156		
57	NT-040522-8209-APRO-0159		
58	NT-040522-8250-APRO-0162		
59	NT-040522-6152-APRO-0163		

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