

**FURTHER DETAILS REGARDING MAIN TOPICS OF
PROGRAMME NO. 7/2014 (Item No.1)**

**PUBLIC RELATIONS OFFICER
(Part I – General Category & Part II – Society Category)**

**APEX SOCIETIES OF CO-OPERATIVE SECTOR & STATE CO-
OPERATIVE BANK LTD**

(CATEGORY NO.300/2011 & 301/2011)

PART I

Definitions of PR – Origin and development of Public Relations - Growth of Public Relations in India.

Public Relations and propaganda- PR and publicity - Public opinion in Public Relations

PR functions – Characteristics and qualifications of PR personnel – PR and Communication skills

Organisational setup of PR departments/agencies - PR in private and public sectors, PR in Central and State Governments - Government Information Services.

PR Counselling and consultancy - PR for sales promotion - Media relations - Community relations.

PR Campaign - Stages of PR campaign - Planning and implementing PR campaigns - Evaluation of feed back.

PR tools - House journals - newsletters - handouts - press conferences - audio/visual aids.

PR and social responsibility - PR codes of ethics - professional organisations.

PART II

General Knowledge

Geography of India- Physical Features- Climate-Soils- Rivers- Famous Sites – Etc. – Demography- Economic and Social Development-Poverty Alleviation-Economy and Planning-Etc. – History of India- Period from 1857 to 1947- National Movement-Etc.

Current affairs

Important World, National and Regional Events related to the Political and Scientific fields, Sports, Cinema and Literature etc.

Facts about Kerala

Geographical Facts-Physical Features- Climate-Soils- Rivers-Famous Sites– Etc

Renaissance of Kerala

Important Events/ Movements/Leaders

Brahmananda Swami Sivayogi, Chattampi Swami, Sree Narayana Guru, Vagbhatananda, Thycaud Ayya, Ayya Vaikundar, Poikayil Yohannan (Kumara Guru), Ayyankali, Pandit Karuppan, Mannathu Padmanabhan, V.T.Bhattathirippad, Dr. Palpu, Kumaranasan, Vakkom Moulavi, Blessed Kuriakose Elias Chavara, Etc

NOTE: - It may be noted that apart from the topics detailed above, questions from other topics prescribed for the educational qualification of the post may also appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper.