



# Certified Public Relation officer VS-1043

**Vskills Certifications**

**Vskills Brochure**



Skills for a secure future

## Certified Public Relation officer

### Certification Code VS-1043

Public relation primarily involves building relationships between an organization and its key audiences. Public relations is a management function that helps evaluate public relations, identify and match the policies and procedures of an individual or an organisation with the public interest and work towards generating public awareness and understanding. A Public Relation officer represents the organization and is involved in activities such as image building, goodwill creation and making people aware of the policies and procedures of the organization etc.

### Why should one take this certification?

Vskills Certification in Public Relations is for those candidates looking for opportunities in this sector catering to wide variety of services. The Certification focuses on developing public relation strategy and tactical requirement of the profession. Vskills certification significantly adds value to the candidates profile and helps in assessing the skills for performance betterment.

### Who will benefit from taking this certification?

Vskills Certifications on Public Relation is for media relations professionals, government public relations officers, practicing public relations professionals, public relations practitioners and corporate communicators.

### Test Details:

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%); There is no negative marking in this module.

### Fee Structure:

Rs. 3,499/- (Excludes taxes)\*

\*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

### Companies that hire Vskills Certified Public Relations officer

Vskills Certified Public Relations officer finds employment in big or small companies as a PR personnel. There is a shortage of skilled professionals in this field and companies are in a constant look out of people well acquainted with the work culture and the processes involved.

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## Sample Questions

1. The Code of Professional Conduct has been drawn up by the \_\_\_\_\_ to set down standards which will, it is hoped, make for good relationships and reputable business dealing by public relations practitioners.

- A. institute of Public Relations
- B. Indian institute of Public Relations
- C. intellectual institute of Public Relations
- D. None of the above

2. One must conduct his or her professional activities with proper regard to the \_\_\_\_\_.

- A. Personal interest
- B. Public interest
- C. Private interest
- D. Company interest

3. The publication of a statement which exposes a person to hatred, ridicule or contempt or causes them to be shunned or avoided by right-thinking members of society generally is called \_\_\_\_\_.

- A. Denigration
- B. Contemplation
- C. Defamation
- D. None of the above

4. A consultancy usually works to one person in the organization called the \_\_\_\_\_.

- A. HR executive
- B. Manager
- C. Liaison officer
- D. All of the above

5. Conferences are a good method of \_\_\_\_\_ communication.

- A. Direct
- B. indirect
- C. Both of the above
- D. None of the above

**Answers:** 1 (A), 2 (B), 3 (C), 4 (C), 5 (A)

## Certifications

### ➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

### ➤ Big Data

- Certified Hadoop and Mapreduce Professional

### ➤ Cloud Computing

- Certified Cloud Computing Professional

### ➤ Design

- Certified Interior Designer

### ➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

### ➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

### ➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

### ➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

### ➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

### ➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

### ➤ Project Management

- Certified Project Management Professional

### ➤ Real Estate

- Certified Real Estate Consultant

### ➤ Marketing

- Certified Marketing Manager

### ➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

### ➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

### ➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

### ➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

### ➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

### ➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

### ➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

### ➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

### ➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

### ➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

**& many more job related certifications**

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