



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

2021 QUESTIONS

COURSE CODE: JLS 732
COURSE TITLE: PRINCIPLES AND PRACTICE OF PUBLIC RELATIONS
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. State the definition of Public Relations as defined by the British Institute of Public Relations. List and briefly describe five (5) components of Public Relations. **(25 Marks).**
2. List and briefly describe five (5) areas of work of a public relations practitioner. **(15 Marks)**
3. Mention and briefly define five (5) related concepts in public relations. **(15 Marks)**
4. What are the four categories of public relations publics? List and describe them briefly **(15 Marks)**
5. Historically, mention and discuss briefly all the trends that led to the development of modern public relations. **(15 Marks)**