



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

**COURSE CODE: MAC 334**  
**COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS**  
**UNITS: 2**  
**TIME: 2 HOURS**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**

1. Vividly explain the differences between Domestic Public Relations (DPR) and International Public Relations (IPR). **(30 Marks)**
2. List and briefly explain any ten (10) International Public Relations Publics. **(20 Marks)**
3. Discuss the four-step process of developing a Public Relations Plan. **(20 Marks)**
4. Examine at least five of the objectives of International Public Relations. **(20 Marks)**