



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

COURSE CODE: MAC 425
COURSE TITLE: PUBLIC RELATIONS PRACTICE
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. Examine at least ten (10) means through which a media relations practitioner can effectively carry out his/her tasks among the internal and external publics of his organisation. **(25 marks)**
2. Discuss **five (5)** major challenges that bedevilled community relations practices in Nigeria. **(15 marks)**
3. Governments exist because nations exist. For as long there is a nation state therefore, there must be a government. And for any government to win the sympathy and confidence of the governed, that government must ensure that healthy relationship exist between it and the citizens including corporate citizen on one side and between the government and other national governments. Against the backdrop of the above assertion, critically discuss at least **five (5)** major scopes of government public relations. **(15 marks)**
4. Press Release is one of the effective means of achieving an effective external corporate image for organizations. However, reality has shown that this tool may not be used as a means to an end in the achievement of goodwill for the organization. Critically explain at least **five (5)** factors that could make a press release to be rejected. **(15 marks)**
5. Press conference is regarded as a very serious media event. Explain the **six (6)** conditions that may lead to warrant the need for press conference. **(15 marks)**