



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
SEPTEMBER, 2020_1

COURSE CODE: JLS 732 (1)

COURSE TITLE: PRINCIPLE AND PRACTICE OF PUBLIC RELATIONS

UNITS: 3

TIME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. Explain why PR is an art and a social science. (10 Marks)

2. (a) Define PR, using the Mexican Statement. (5 Marks)

(b) Explain the following five components of PR:

1. Counselling Research
2. Marketing Communications
3. Financial Relations
4. Community Relations
5. Employee/Member Relations (15 Marks)

3. There are some misconceptions about PR, which have been nipped in the bud by scholars and experts. Explain four specific wrong conceptions that have nothing to do with Public Relations. (20 Marks)

4. Identify and explain 10 major functions of PR practitioners. (20 Marks)

5. PR assignments are quite broad and all-inclusive. Therefore, they engage a wide range of connected activities. Discuss the following PR concepts/activities: publicity, press agency, lobbying, merchandising, personal selling, human relations. (20 Marks)

6. Proofreading is an important element of writing. Therefore, PR writings cannot be an exception. Discuss the basic rules of proofreading with a sense of bias for detecting errors in PR writing. (20 Marks)

