



**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 EXAMINATION**

COURSE CODE: MAC 334
COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS
UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER ANY THREE QUESTIONS.

1. List any twelve (12) International Public Relations publics of any firm that operates at the multinational level. **(23.5 Marks)**
2. Discuss the possible differences in PR practice between Nigeria and United Kingdom. **(23.5 Marks)**
3. List and explain any six (6) functions of Public Relations in a firm that operates at multinational or international level. **(23.5 Marks)**
4. Explain the process of Public Relations at international level. Is it different from the PR process at domestic PR level? **(23.5 Marks)**
5. Public Relations is a vital tool for the success of Multinational Corporations. Discuss the advantages and disadvantages of Public Relations. **(23.5 Marks)**