



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2021\_2 EXAMINATIONS**

**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. One of the greatest problems public relations practitioners in Nigeria have had to grapple with over the years has been that of credibility stemming from society's wrong perception of what public relations practitioners do. Besides, many practitioners do not have a clear idea of what Public Relations is. Daramola has identified some of these misconceptions. Clearly discuss five (5) of the misconceptions identified by Daramola, presenting them as what Public Relations is not, and explaining what it is. **(25 Marks)**
2. Discuss the role of any three (3) of the following in the development of Public Relations in Nigeria.
  - (a) The government
  - (b) Statutory corporations
  - (c) The private sector
  - (d) Consultancy firms. **(15 Marks)**
3. Perhaps there are no basic rules of writing, but Geoffrey Ashe has suggested what he calls "six basic rules of writing", which even mature writers have found to be very helpful. Identify and clearly explain these rules to a student who is having difficulty in writing. **(15 Marks)**
4. Your organisation has prepared training sessions for new employees. As the Head of the Public Relations Unit, provide and clearly explain five (5) reasons why public relations should be planned. Your explanation should equip the new employees for effectiveness. **(15 Marks)**
5. Non-profit organisations do not seek for profit from groups or governments to which their services are directed. However, Mr Zelda needs to raise funds for his non-profit outfit. Kindly show him five (5) steps to take, in deploying public relations to obtain grants for his organisation from appropriate sources. **(15 Marks)**