



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

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

- 1. Discuss ten critical roles Public Relations plays in a corporate organization. (30 Marks)**
- 2. Explain briefly any ten (10) objectives of international public relations. (20 Marks)**
- 3. In International Communications Relations (ICR), what do Governments Use the Services of the media for? (20 Marks)**
- 4. (a) What is a theory?  
(b) Examine the Implications of Theory for International Public Relations Research. (20 Marks)**