



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

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

1. (a) Publics of any organisation are diverse. Give an explicit explanation on the various publics of National Open University of Nigeria. **(15 marks)**
(b) What are the implications of the Public Relations definitions to the practice. **(10 Marks)**
2. Critically explain the reasons for the increasing need for public relations in the management of modern organisation. **(15 Marks)**
3. Give an explicit explanation on the qualities that a public relations practitioner needs to possess to perform maximally at his duty post. **(15 Marks)**
4. What are the major public relations tactics utilised in the achievement of specific public relations objectives? **(15 marks)**
5. Research is defined as “a systematic, controlled, empirical and critical investigation of hypothetical proposition about the presumed relationship among natural phenomenon” Against this backdrop, critically identify and explain the scope of public relations research. **(15 Marks)**