



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

2019_1 EXAM

COURSE CODE: JLS 732
COURSE TITLE: PRINCIPLES AND PRACTICE OF PUBLIC RELATIONS
UNITS: 3
TIME: 3 HRS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. Ikechukwu Nwosu (1997) identified seven misconceptions from society's wrong perception of what a public relations person actually does. Examine seven of those misconceptions and how they are related to public relations practice in Nigeria. **(17½ Marks)**
2. According to Wragg (1993), public relations publics or audiences can be divided into four categories. Identify and discuss those four categories of publics and their relationships with organisations. **(17½ Marks)**
3. Critically examine four achievements of public relations practice in Nigeria. **(17½ Marks)**
4. It is opined that public has divergent parts, highlight seven of these parts and vividly discuss the working of these parts as they affect public relations practitioners in Nigeria. **(17½ Marks)**

5. Despite the numerous achievements of public relations practice in Nigeria, it is still faced with problems and challenges that inhibit its growth, development and public perception. Discuss five of these problems and challenges. **(17½ Marks)**

6. Examine four of the Hunt-Grunig models of public relations and how they are applied in the Nigerian context. **(17½ Marks)**