



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

FEB 2018 EXAM

**COURSE CODE: JLS 732
COURSE TITLE: PRINCIPLES AND PRACTICE OF PUBLIC RELATIONS
UNIT: 3**

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. Discuss at least seven greatest problems which public relations practitioners in Nigeria have had to grapple with over credibility stemming from society's wrong perception of what a public relations person actually does. **(17¹/₂ Marks)**
2. You have been appointed as a new public relations officer in an organization and to effectively perform your functions, devise seven areas you think you can use in projecting the organizations goal. **(17¹/₂ Marks)**
3. Identify and discuss five traditional public relations publics as opined by Guth and Marsh in the year 2000. **(17¹/₂ Marks)**
4. It is opined that public has divergent parts, highlight seven of these parts and vividly discuss the working of these parts as it affects public relations practitioner in Nigeria **(17¹/₂ 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 faced by it. **(17¹/₂ Marks)**
6. 'Good writing is your capability to select a good subject, selecting a good subject entails one's ability to think up good ideas properly'. Using this assertion, discuss the tree basic requirements in selecting a good subject name. **(17¹/₂ Marks)**