



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

2019_1 EXAM

COURSE CODE: MAC 334

COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS

UNIT: 2

TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTIONS 1 AND TWO OTHERS.

1. (a) Nigeria is suffering from image problem and this is a challenge to all Nigerians. Discuss three (3) ways that International Public Relations Strategies can be applied in solving Nigeria's image problems.

(b) There is an urgent need for ethical controls in the Nigerian Public Relations profession. Justify this assertion with three (3) reasons.

(23¹/₂ Marks)

2. Explain, in details, four (4) ethical models that are relevant to the practice of Public Relations according to Seitel (2007). **(23¹/₂ Marks)**

3. (a) Discuss three (3) differences between Domestic Public Relations and International Public Relations.

(b) Briefly discuss three (3) publics of International Public Relations.

(23¹/₂ Marks)

4. (a) Unlike the Public Relations, most scholars agreed on the definitions of International Public Relations (IPR). Justify this claim with two (2) definitions of IPR.

(b) To Culbertson (1996), International Public Relations involves Public Relations practices in at least four (4) different dimensions. Discuss these dimensions.

(23¹/₂ Marks)

5. (a) Public Relations Professionals perform some functions. Explain three (3) of these functions.

(b) There are some advantages and disadvantages of Public Relations. Explain three (3) advantages.

(23¹/₂ Marks)

