



**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: MAC334
COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS
UNIT: 2**

INSTRUCTION: ANSWER ANY THREE QUESTIONS TIME: 2 HOURS

1. a) Define public relations. (b) Discuss the four tasks involved in public relations at international levels. **(17¹/₂ Marks)**
2. List and discuss at least eight strategies used in international public relations. **(17¹/₂ Marks)**
3. Discuss the five broad areas of international relations among nations **(17¹/₂ Marks)**
4. Identify and explain four challenges of international relations in the 21st Century. **(17¹/₂ Marks)**
5. Examine the imperative of ethics in international relations and discuss at least four schools of thought in public relations ethics. **(17¹/₂ Marks)**