



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

**2019\_1 EXAM**

**COURSE CODE: MAC425**

**COURSE TITLE: PUBLIC RELATIONS PRACTICE**

**UNITS: 3**

**TIME: 3 HOURS**

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS**

1. Identify, discuss and illustrate with not four categories under the structure of internal and external publics of National Open University of Nigeria as a typical organisation. **(17½ Marks)**
2. Public relations tactics are actionable steps put in motion to achieve the organisational objectives infused in the Public Relations strategy. Justify this assertion by discussing the major tactics used in Public relations. **(17½ Marks)**
3. Hostility of an organisation immediate community most often constitutes impediments to the success of such organisation. Identify and discuss at least seven nuggets that an organisation can engage in to improve its relationship with its host communities in its community relations practice. **(17½ Marks)**
4. Community Relations Practice in Nigeria still falls of what is obtainable in the advanced countries. Identify and discuss at least five problems that are responsible for the ineffectiveness of community relations practice in Nigeria. **(17½ Marks)**
5. “Mass media are at the core of Public Relations Practice”. Justify this assertion by discussing not less than seven of the tools for Media Relations Practice. **(17½ Marks)**

6. Crisis is inevitable in the life of any corporate organisation. Discuss the three procedures in managing crisis, identify some actionable measures under each, and cite relevant examples where applicable. **(17½ Marks)**