



**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:                   MAC 425  
COURSE TITLE:               PUBLIC RELATIONS PRACTICE  
UNIT:                               3**

**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS  
TIME:     3 HOURS**

1. It is widely believed that crisis is a period or moment of great danger, difficulty, or uncertainty for an individual and organisation. Against this backdrop, write extensively on the types of crisis and the various stages of managing an organisational crisis. **(25 marks)**
2. Give a compressive explanation on the elements that characterize most public relations definitions. **(15 marks)**
3. Community Relations is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders. Despite this assertion, community relations remain an open debate in the corporate world. Explain. **(15 marks)**
4. Using vivid examples, explain how systems theory can be applied to public relations? **(1.5 marks)**
5. Some business personnel believe press conferences are over-rated, yet many organisations still organize it. Explain in detail the rationale for the utilization of this public relations tool and how it can be planned and executed. **(15 marks)**
6. To what extent is public relations relevant in the governance of a country? **(15 marks)**