



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2022_2 EXAMINATION**

COURSE CODE: MAC334
COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS
UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

1. Vividly explain the differences between Domestic Public Relations (DPR) and International Public Relations (IPR). **(30 Marks)**
2. List and briefly explain any ten (10) International Public Relations Publics. **(20 Marks)**
3. Discuss the four-step process of developing a Public Relations Plan. **(20 Marks)**
4. Examine at least five of the objectives of International Public Relations. **(20 Marks)**