



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_1 POP EXAMINATION.**

COURSE CODE : MAC 425

COURSE TITLE: PUBLIC RELATIONS PRACTICE

UNITS: 3

TIME: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS.

All QUESTIONS CARRY EQUAL MARKS

1a. A typical corporate organisation like the National Open University of Nigeria has many 'publics'. List and discuss eight (8) relevant 'publics' of the institution. **(17.5 marks)**

2. Critically explain the reasons for the increasing need for public relations in the management of modern organisation **(10 marks)**. 2b. What reasons are there for the increased professionalism of Public Relation practice? **(7.5 marks)**

3. To perform optimally as a PR practitioner, the professional must possess some key qualities. List and explain 8 of such qualities. **(17.5 Marks)**

4. Enumerate and explain the major public relations tactics used in achieving specific public relations objectives. **(17.5 marks)**

5. With your understanding of research as "a systematic, controlled, empirical and critical investigation...", enumerate and explain the scope of PR research. **(17.5 Marks)**