



**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_2 EXAMINATIONS__**

COURSE CODE: MAC 334
COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS
UNIT: 2
TIME 2HRS

INSTRUCTION: ANSWER ANY THREE QUESTIONS

- 1 Outline eleven typical publics of a Nigerian Multinational Corporation operating in America. (23¹/₂ Marks)
2. Discuss ten critical roles Public Relations plays in a corporate organisation in Nigeria (23¹/₂ MARKS)
3. Evaluate seven questions to be answered before embarking on a Public Relations plan.. (23¹/₂ Marks)
4. Explain six advantages of Public Relation in an organisation. (23¹/₂ Marks)