



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
DEPARTMENT OF MASS COMMUNICATION  
2023\_2 EXAMINATIONS\_**

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**COURSE CODE: MAC732**  
**COURSE TITLE: PRINCIPLES AND PRACTICE OF PUBLIC RELATIONS**  
**UNITS: 3**  
**TIME: 3 HOURS**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE (3)**

1. Examine any five (5) misconceptions about Public Relations and justify why such are not true about public relations practice. **(25 marks)**
2. Enumerate and discuss any five (5) factors that public relations professional can use to influence persuasive communication. **(15 marks)**
3. As a professional public relations practitioner, mention any five major types of public that you relate with and discuss how you relate with the publics to achieve public relations goals. **(15 marks)**
4. Discuss any five (5) significant trends in the evolution of public relations that led to the growth of modern public relations. **(15 marks)**
5. Discuss five reasons why planning is always regarded as the key component of Public Relations practice. **(15 marks)**