



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI,
ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

COURSE CODE: MAC 334
COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS
TIME ALLOWED: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

- 1 a) Discuss five issues that led to Nigeria's image problems? **(20 Marks)**
b) Explain Nigeria's image abroad based on how Nigerians are regarded? **(10 Marks)**
- 2 a) State five efforts of past Nigeria's government and eminent citizens at revamping Nigeria global image? **(10 Marks)**
b) Examine three main effects of Nigeria's global image? **(10 Marks)**
- 3 a) Explain the concept of culture as defined by the Federal Ministry of Culture and Nwosu (1999)? **(10 Marks)**
b) List and explain five strategies that should be applied in dealing with Nigeria's image problems in international public relations? **(10 Marks)**
- 4 a) Discuss the view by Atwood and Bullion (1983) that the "mass media are the central instruments in determining maps of the worlds beyond our immediate sensory experience". **(10 Marks)**
b) State five reasons which captures Nigeria's image in international public relations? **(10 Marks)**
- 5 a) Discuss the efforts of former President Olusegun Obasanjo's government at salvaging Nigeria's global image.? **(10 Marks)**
b) Evaluate how effective media relations is as a strategy in dealing with Nigeria's image problem? **(10 Marks)**

- 4b.** Initial product testing and test marketing are not the same. Explain the distinction between the two concepts to a non-marketing expert. **3 marks**
- 5a.** New product development is inevitable for competitive business enterprises. Briefly explain three (3) factors that drive the introduction of new product development in an organization. **6 marks**
- 5b.** State two (2) factors that influence the diffusion of innovation decisions and briefly explain three (3) types of innovation decisions **9 marks**