



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024_2 EXAMINATION

COURSE CODE: MAC425
COURSE TITLE: PUBLIC RELATIONS PRACTICE
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. (a) Establish **five (5)** factors that influence the growth of Public Relations industry **(10 marks)**
 (b) Discuss at least **five (5)** significant functions of Public Relations in our society. **(15 marks)**
2. (a) Budgeting is very essential in the planning of Public Relations activities. Identify **four (4)** domains of budgeting in Public Relations practice. **(10 marks)**
 (b) Enumerate **five (5)** of the features of a typical Public Relations budget **(5 marks)**
3. (a) Establish a comprehensive definition of media relations. **(5 marks)**
 (b) Identify and explain any **five (5)** information tools that enhance media relations practice. **(10 marks)**
4. (a) Identify **six (6)** psychological qualities that a professional Public Relations practitioner must exhibit. **(12 marks)**
 (b) Examine the three major moral normative qualities of a professional Public Relations practitioner. **(3 marks)**
5. In what three (3) ways do system theory apply to Public Relations practice. **(15 Marks)**