



**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)**