



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2025\_2 EXAMINATIONS**

---

**COURSE CODE: MAC 334**

**COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS**

**CREDIT UNITS: 2**

**TIME: 2 HOURS**

**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO**

1. The success of International Public Relations practitioners is contingent on the effective application of certain strategies, tactics and techniques. Name and discuss at least eight of such measures. **(30 marks)**
2. International Relations is divided into five broad areas among nations. Discuss them. **(20 marks)**
3. Some factors lead to Nigeria's negative global image. Enumerate and explain at least five of them. **(20 marks)**
4. Newsom, *et al* (2001) claims that the pedagogical demands of teaching Public Relations internationally requires practitioners and educators to consider certain standards for the profession. Name and discuss five of them. **(20 marks)**
5. Some challenges inhibit the smooth operation of International Relations in the 21<sup>st</sup> Century. Enumerate and discuss four of such impediments. **(20 marks)**