



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2025\_2 EXAMINATIONS**

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

1. (a) Examine the **three (3)** cogent conditions that must be fulfilled before a person can be registered as public relations professional **(15 marks)**  
(b) Enumerate any **five (5)** of the accepted minimum qualifications for registering somebody as a practitioner of public relations. **(10 marks)**
2. (a) Establish **five (5)** reasons to substantiate the essence of community relations practice **(10 marks)**  
(b) In what **five (5)** ways can an organisation seek a balance between the organisation's desires for the host communities and the actual communities' desire? **(5 Marks)**
3. (a) Identify **five (5)** of the working domains of government-public relations practitioner. **(5 marks)**  
(b) Discuss **five (5)** functions of public relations in government **(10 marks)**
4. (a) Discuss **five (5)** Forms of Press Release. **(10 Marks)**  
(b) Examine any **five (5)** factors that impede on the use of Press Release. **(5 Marks)**
5. (a) What does Situational Theory suggests? **(3 Marks)**  
(b) Discuss the three classifications of publics that fall within the application of Situational Theory. **(12 Marks)**