



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE**  
**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2020\_2 EXAMINATION**

**COURSE CODE:** MAC 425  
**COURSE TITLE:** PUBLIC RELATIONS PRACTICE  
**UNIT:** 3

**INSTRUCTION:** ANSWER ANY FOUR QUESTIONS  
**TIME:** 3 HOURS

1. Using at least two definitions of public relations as frame of reference, explain how the professional practice goes beyond the context of corporate organisations. (17 ½ marks)
2. a) Based on your knowledge of public relations, expatiate the concept of publics.  
(b) Discuss your understanding of the internal and the external publics of the university with examples of each public. (17 ½ marks)
3. In the context of public relations, give your understanding of strategy and explain the roadmaps for effective planning of public relations strategy. (17 ½ marks)
- 4) a) Elaborate what you understand financial public relations *to be*. (b) Mention and discuss the seven basic steps for planning financial public relations activities and identify eight factors responsible for the growth of financial public relations. (17 ½ marks)
- 5) a) Define the concept “press release”. (b) Discuss six factors that could prompt editors to reject a press release. (17 ½ marks)
- 6) a) What is crisis? (b) Highlight seven factors that can cause crisis. (17 ½ marks)