



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2022_2 QUESTIONS**

COURSE CODE: JLS732
COURSE TITLE: PRINCIPLES AND PRACTICE OF PUBLIC RELATIONS
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

- 1. State the definition of Public Relations as defined by the British Institute of Public Relations. List and briefly describe five (5) components of Public Relations. (25 Marks).**
- 2. List and briefly describe five (5) areas of work of a public relations practitioner. (15 Marks)**
- 3. Mention and briefly define five (5) related concepts in public relations. (15 Marks)**
- 4. What are the four categories of public relations publics? List and describe them briefly (15 Marks)**
- 5. Historically, mention and discuss briefly all the trends that led to the development of modern public relations. (15 Marks)**