



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2023\_1 POP EXAMINATION.**

**COURSE CODE : MAC 425**

**COURSE TITLE: PUBLIC RELATIONS PRACTICE**

**UNITS: 3**

**TIME: 3 HOURS**

**INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS.**

**All QUESTIONS CARRY EQUAL MARKS**

- 1a. A typical corporate organisation like the National Open University of Nigeria has many 'publics'. List and discuss eight (8) relevant 'publics' of the institution. **(17.5 marks)**
2. Critically explain the reasons for the increasing need for public relations in the management of modern organisation **(10 marks)**. 2b. What reasons are there for the increased professionalism of Public Relation practice? **(7.5 marks)**
3. To perform optimally as a PR practitioner, the professional must possess some key qualities. List and explain 8 of such qualities. **(17.5 Marks)**
4. Enumerate and explain the major public relations tactics used in achieving specific public relations objectives. **(17.5 marks)**
5. With your understanding of research as "a systematic, controlled, empirical and critical investigation...", enumerate and explain the scope of PR research. **(17.5 Marks)**