



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2024 1 EXAMINATION**

**COURSE CODE:** JLS 732  
**COURSE TITLE:** PRINCIPLES AND PRACTICE OF PR  
**UNITS:** 3  
**TIME:** 3 HOURS  
**INSTRUCTION:** ANSWER QUESTION ONE AND ANY OTHER THREE

1. a. What is the role of Edward Bernays in the development of public relations? (15 Marks)  
b. What is the role of the private sector in the development of public relations in Nigeria. (10 Marks)
2. a. What is NIPR? (7 Marks)  
b. Discuss the formation and intent of PRCAN. (8 Marks)
3. a. Mention and discuss TWO achievements of NIPR. (7 Marks)  
b. In 1983, FOUR individuals formed the PRCAN. Examine their roles in the formation of this body. (8 Marks)
4. a. What is community relations media? (7 Marks)  
b. What is social project in PR? (8 Marks)
5. a. Who is a PR Counsellor? (7 Marks)  
b. Discuss budgeting in PR. (8 Marks)
6. a. Identify FIVE principles of public relations research and discuss. (7 Marks)  
b. Explain the concepts of Applied and Strategic research in public relations. (8 Marks)