



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

1. (a) Discuss the **five (5)** nuggets or programmes that can be used to improve the relationship between an organisation and the host Communities. **(15 marks)**
(b) Identify and discuss **five (5)** challenges bedevilling community relations practice in Nigeria. **(10 marks)**
2. With not less than five (5) characteristics, discuss the major differences in the various marketing functions. **(15 marks)**
3. Discuss at least **five (5)** important rules that guide writing of Press Release. **(15 Marks)**
4. (a) Speeches are usually classified on the basis of the function each speech is designed to play. Discuss any **five (5)** of the classifications **(10 Marks)**
(b) Examine any **two (2)** of the three styles or forms of speech delivery. **(5 Marks)**
5. (a) Examine the two major concepts in innovation diffusion theory. **(5 Marks)**
(b) Explain **five (5)** factors that can influence public approval of an innovation programme. **(10 Marks)**