



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
SEPTEMBER 2020\_1 EXAMINATION**

**COURSE CODE:           MAC 334**  
**COURSE TITLE:        INTERNATIONAL PUBLIC RELATIONS**  
**UNITS:                    2**  
**TIME:                    2 HOURS**  
**INSTRUCTION:         ANSWER ANY THREE QUESTIONS.**

1. List any twelve (12) International Public Relations publics of any firm that operates at the multinational level. **(23.5 Marks)**
2. Discuss the possible differences in PR practice between Nigeria and United Kingdom. **(23.5 Marks)**
3. List and explain any six (6) functions of Public Relations in a firm that operates at multinational or international level. **(23.5 Marks)**
4. Explain the process of Public Relations at international level. Is it different from the PR process at domestic PR level? **(23.5 Marks)**
5. Public Relations is a vital tool for the success of Multinational Corporations. Discuss the advantages and disadvantages of Public Relations. **(23.5 Marks)**