



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

1. Prove that Public Relations practice in business organizations is a child of necessity by discussing its relevance.   **(25 Marks)**
2. A number of factors combine to enhance the growth and scope of public relations practice and application in both individual and organizational image and reputation building and sustenance. Succinctly explain FIVE major factors that influence the growth and practice of public relations in major countries around the world.                   **(15 Marks)**
3. Public relation is not a job for everyone. Discuss with at least FIVE points.**(15 Marks)**
4. Explain any five types of researches that Public Relations practitioners conduct in carrying out their daily activities.   **(15 Marks)**
5. Discuss at least five reasons why budget is an important prerequisite in the execution of Public Relations activities?                   **(15 Marks)**
6. There are various definitions of public relations just as we have different scholars. However, there are some definitions that are unique and mostly used in public relations parlance. Explicitly explain the implications of these definitions to Public Relations practice. **(15 Marks)**