



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY VICTORIA ISLAND
LAGOS

OCTOBER 2013 EXAMINATIONS
School of Arts and Social Sciences

Course Code: JLS732

Course Title: PRINCIPLES AND PRACTICES OF PUBLIC RELATIONS

Instruction: Answer THREE questions

Time allowed : 2 HOURS

QUESTION ONE IS COMPULSORY

QUESTION 1 (a) History is essential to a good understanding of any area of knowledge. Explain the roles of Ivy Lee and Edward Bernays in the growth of public relations.

(15 marks)

(b) List and explain the components of Public Relations. **(15 marks)**

QUESTIONS 2 (a) Public Relation consists of all forms of planning both inward and outward. What are the reasons for planning in Public Relations? **(20 marks)**

QUESTION 3 (a) The practice of Public Relations in Nigeria, although it is young in the administration of the country, to some extent it has been able to achieve some measures of success. Expatriate on these success stories. **(10marks)**

(b) What are the problems inhibiting the growth and development of Public Relations in Nigeria? **(10marks)**

QUESTION 4 There are several models of Public Relations. Explain the John Martson and Hunt-Grunig Model. **(20marks)**

QUESTION 5 Like most subject matter with various definitions, Public Relations also has many definitions according to different authors and practitioners in the field. Define Public Relations citing two authors and the similarities as pointed out in their definitions

(20marks)