



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES
MARCH/APRIL 2014 EXAMINATION

COURSE CODE: MAC 334

COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS

TIME ALLOWED: 2 HOURS

Instruction: Answer question one which is compulsory with any other two

1. According to Seitel (2007), the functions of Public Relations are numerous; discuss in detail any five of these functions. (15 marks)
 - b. From the perspective of Belch and Belch in 2001, discuss five processes of integrating Public Relations at the international level. (15 marks)
2. List and then discuss any five International Public Relations strategies, using Nigeria's image problems as a practical case. (20 marks)
3. State five reasons why governments use the services of the media (5 marks)
 - b. Define the following terms in full:
 - I. International communications Relations (3 marks)
 - II. Cultural International Relations (3 marks)
 - III. Private International Relations (3 marks)
 - IV. Economic International Relations (3 marks)
 - V. Public International Relations (3 marks)
4. What is Corporate Advertising? (4 marks)
 - b. Give four reasons why Corporate Advertising is said to be controversial (16 Marks)

5. Briefly discuss the evolution of Public Relations in multinationals (12 marks)
 - b. Discuss briefly four opportunities of International Public Relations for the 21st century (8 marks)