



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES**

JUNE/JULY 2013 EXAMINATION

COURSE CODE: MAC 425

COURSE TITLE: PUBLIC RELATIONS AND PRACTICE

TIME ALLOWED: 3HRS

INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS.

1. Give and discuss four internal and external Public Relations each of the National Open University of Nigeria (17.5%)
2. Name and explain in details the functions of Public Relations in any corporate organization (17.5%)
3. Showcase in detail five scope of Public Relations research (17.5%)
4. Experts have underscored the need and rationale for community relations. Discuss such reasons. (17.5 %)
5. What are the roles/functions of Public Relations in government? (17.5%)

6. Show the areas involved in issues management in Public Relations. (17.5%)