



**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 334

COURSE TITLE:INTERNATIONAL PUBLIC RELATIONS

TIME ALLOWED:2 HOURS

INSTRUCTIONS:ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION 1

(a)Mention the advantages of Public Relations over advertising.

10 marks

(b) Discuss at least four of these advantages.

20 marks

QUESTION 2

That Public Relations practised at the domestic front is similar to the one practised at the global level. Explain this by using valid points in your argument.

20 marks

QUESTION 3

(a)Define International Public Relations.

10 marks

(b)Explain the key words with relevant illustrations from your definition.

10 marks

QUESTION 4

Discuss the relevance of rebranding as an International Public Relations strategy.

20 marks

QUESTION 5

(a) What are the objectives of International Public Relations in order to sustain its loyalty?

10 marks

(b) Discuss the reason for studying International Public Relations showing how meeting the set objectives will enhance international relationships
10 marks