



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**  
**SCHOOL OF ARTS & SOCIAL SCIENCES**  
**JANUARY/FEBRUARY 2013 EXAMINATION**

**Mass Communication Unit**

**COURSE CODE:** MAC 334  
**COURSE TITLE:** INTERNATIONAL PUBLIC RELATIONS  
**UNIT:** 2

**INSTRUCTION** ANSWER ANY THREE QUESTIONS  
**TIME:** 2 HOURS

**QUESTION 1**

Define International Public Relations with emphasis on the key words of the definition.

**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.

**QUESTION 3**

Public Relations has some advantages over advertising. Mention and discuss at least five of them.

**QUESTION 4**

One major objective of International Public Relations is the winning and sustaining of loyalty, good citizenship and respect for governments and leadership of independent nations. Discuss the reason for studying International Public Relations showing how meeting these objectives will enhance international relationships.

**QUESTION 5**

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

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