



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES
MAY/JUNE 2012 EXAMINATION**

**JLS 632: PRINCIPLES AND PRACTICE OF PUBLIC RELATION
TIME ALLOWED: 3HRS**

INSTRUCTIONS: ANSWER FOUR QUESTIONS

1. Like most subject matters with various definitions Public Relation also has many definitions according to different authors and practitioners in the field. Define Public Relation citing two authors and the similarities as pointed out in their definition.
2. With the aid of a diagram explain the components of PR.
3. There are two important figures that contributed to the growth and development of PR. What do you think has been their contribution as a potential PR practitioner?
4. The Nigerian Government has played a major role in the development of PR in Nigeria. Discuss
- 5.(a) The success of the PR body in Nigeria the NIPR has highlighted a lot of awareness and recognition in the country .Explain this citing at least three instances since its inception.
(b) Succinctly discuss the at least three grey areas where the PR is faced with challenges despite its numerous success in Nigeria.

6. Public Relations practice follows a defined process which over time has remained constant in spite of various degrees of changes in the society. Explain the John Marston's model on PR.