



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: JLS 732

COURSE TITLE: PRINCIPLES AND PRACTICES OF PUBLIC RELATIONS

TIME ALLOWED: 3HRS

INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS

QUESTION 1:

In the development of Public Relations in Nigeria, the government has played an important role. Give details of how this has helped to sustain its growth. 25marks

QUESTION 2:

There are some important figures who have contributed to the growth and development of Public Relations. As a potential PR practitioner, discuss what you think have been their contributions. 25marks

QUESTION 3:

List and explain the components of Public Relations. 25marks

QUESTION 4:

Like most subject matters with various definitions, Public Relations also has many definitions according to different authors and practitioners in the field. Define Public Relations, citing two authors and the similarities as pointed out in their definitions. 25marks

QUESTION 5:

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 of theory. 25marks

QUESTION 6:

- (a) The success of the Public Relations body in Nigeria has been highlighted by the NIPR with a lot of its awareness and recognition in the country. Explain this, citing at least 3 instances of such since its inception.
- (b) Succinctly discuss at least 3 grey areas where the PR is faced with challenges despite its numerous successes in Nigeria. 25marks

