



NATIONAL OPEN UNIVERSITY OF NIGERIA
SCHOOL OF ARTS & SOCIAL SCIENCES
Mass Communication Unit

SECOND SEMESTER EXAMINATION (2012/2013 SECTION)

COURSE CODE: JLS 732
COURSE TITLE: PRINCIPLES AND PRACTICES OF PUBLIC RELATIONS
UNIT: 3

INSTRUCTION: ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS

QUESTION 1:

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.

QUESTION 2:

With the aid of a diagram, explain the components of Public Relations.

QUESTION 3:

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.

QUESTION 4:

Government has played a major role in the development of Public Relations in Nigeria. Give detail of how it aided Public Relations growth and sustainability.

QUESTION 5:

- (a) 5(a): The success of the Public Relations body in Nigeria, the NIPR, has highlighted 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 PR is faced with challenges despite its numerous successes in Nigeria.

QUESTION 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 model of theory.