



DEPARTMENT OF MASS COMMUNICATION

2019_2 Exam

COURSE CODE: MAC 425

COURSE TITLE: PUBLIC RELATIONS IN PRACTICE

UNIT: 3

TIME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. (a) Discuss at least five (5) of the factors that led to the growth of Public Relations in Nigeria. **(15 Marks)**
(b) With proper illustration, explain to a novice the concept of internal and external publics. **(5 Marks)**
(c) Mention at least four (4) internal and three (3) external publics of the National Open University of Nigeria (NOUN). **(5 Marks)**
2. (a) As a Public Relations officer of Bontus Nigeria Ltd, explain to the management of the company at least three (3) reasons why it has become necessary to have a functional Public Relations Unit in the company.
(b) Identify and discuss the Nuggets for improving the relationship between an organization and its host community. **(15 Marks)**
3. Enumerate and discuss five (5) unconventional Public Relations Tactics that a Public Relations practitioner can employ to achieve organisation's goals. **(15 Marks)**
4. As the Public Relations officer of the NOUN, draw a 10-item budget for the upcoming Convocation, capturing the rationale for every item in the budget. **(15 Marks)**
5. You have just been made the Public Relations Officer of Dustine Publishing Company located in Kuma Community, Abuja, where there has been lingering crisis between the company and its host community, as the new PRO of the company, discuss at five (5) of the strategies you would employ to restore peace in the community. **(15 Marks)**
6. Highlight and explain five (5) forms of Press Release.