



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONES**  
**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2020\_2 EXAMINATION ...**

**COURSE CODE:** MAC 732  
**COURSE TITLE:** PRINCIPLES & PRACTICE OF PUBLIC RELATIONS  
**UNITS:** 3  
**TIME:** 3 HOURS

**INSTRUCTION:** ANSWER QUESTION ONE (1) AND ANY OTHER THREE (3) QUESTIONS.

- 1a. Discuss exhaustively the following three steps in successful Public Relations Speeches. They include:
  - i. Researching your speech
  - ii. Planning your speech and
  - iii. Delivering your speech.

**(15 marks)**
- 1b. List five social trends that have led to the development of modern public relations as outlined by Guth and Marsh (2000). 

**(10 marks)**
2. Write short notes on the following five publics as categorized by Guth and Marsh (2000). They are:
  - i. Traditional publics,
  - ii. Non-traditional publics,
  - iii. Intervening publics,
  - iv. Internal publics and
  - v. External publics.

**(15 marks)**
3. According to Melvin Sharpe's Behavioral Model for Public Relations, there are five behavioral principles that achieve harmonious Public Relationships. List the five relationships and what they achieve. 

**(15 marks)**
4. "Research covers a multitude of sins". This assertion was made by David Wragg to capture the relevance of research in Public Relations. Outline and explain five ways in which PR practitioners can make use of research. 

**(15 marks)**
5. Good public relations can enable non-profit organisation to get sufficient grants and assistance from the appropriate sources. Discuss five of these points. 

**(15 marks)**
6. PR professionals have about six important duties to self, client, employer, profession, media and society. Explain any five in details 

**(15 marks)**