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**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 whohave 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 degreeof changes in the society. Explain the John Marston’s model of theory. 25marks

**QUESTION 6:**

1. 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.
2. Succinctly discuss at least 3 grey areas where the PR is faced with challenges despite its numerous successes in Nigeria. 25marks