

**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:MAC 334**

**COURSE TITLE:INTERNATIONAL PUBLIC RELATIONS**

**TIME ALLOWED:2 HOURS**

**INSTRUCTIONS:ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION 1**

(a)Mention the advantages of Public Relations over advertising. 10 marks

(b) Discuss at least four of these advantages. 20 marks

**QUESTION 2**

 That Public Relations practised at the domestic front is similar to the one practised at the global level. Explain this by using valid points in your argument. 20 marks

**QUESTION 3**

(a)Define International Public Relations. 10 marks

(b)Explain the key words with relevant illustrations from your definition. 10 marks

**QUESTION4**

Discuss the relevance of rebranding as an International Public Relations strategy. 20 marks

**QUESTION 5**

1. What are the objectives of International Public Relations in order to sustain its loyalty?

 10 marks

(b) Discuss the reason for studying International Public Relations showing how meeting the set objectives will enhance international relationships 10 marks