

**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 425**

**COURSE TITLE: PUBLIC RELATIONS AND PRACTICE**

**TIME ALLOWED: 3HRS**

**INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS.**

1. Give and discuss four internal and external Public Relations each of the National Open University of Nigeria (17.5%)
2. Name and explain in details the functions of Public Relations in any corporate organization (17.5%)
3. Showcase in detail five scope of Public Relations research (17.5%)
4. Experts have underscored the need and rationale for community relations. Discuss such reasons. (17.5 %)
5. What are the roles/functions of Public Relations in government? (17.5%)
6. Show the areas involved in issues management in Public Relations. (17.5%)