



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024_2 EXAMINATION

COURSE CODE: JLS 732
COURSE TITLE: PRINCIPLES AND PRACTICE OF PUBLIC RELATIONS
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. a. Some scholars are of the opinion that PR has been practised in Nigeria for a long time especially traditionally. Discuss this. (10 Marks)
b. Government has a role in promoting PR in Nigeria. Identify this role and explain. (15 Marks)
2. a. NIPR is the body responsible for regulation of PR practice in Nigeria, discuss. (7 Marks)
b. There are challenges to the practice of PR in Nigeria. Identify TWO of these and discuss. (8 Marks)
3. a. Medium is important to PR. Discuss the media available to the PR professionals. (7 Marks)
b. Identify and explain FIVE PR marketing media. (8 Marks)
4. a. Employee relations has its unique media. Identify FIVE of them and discuss. (7 Marks)
b. Community relations is an arm of PR. Identify its media and discuss. (8 Marks)
5. a. Sometime, PR transcends written or designed communication piece. It can be in form of social and economic projects. Identify TWO of these and discuss. (7 Marks)
b. Financial PR has its own peculiar media. Identify FIVE of these and discuss. (8 Marks)
6. a. Identify the key publics of a teaching hospital. (7 Marks)
b. Situate PR in its history and origin. (8 Marks)