



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS**

COURSE CODE: MAC 334

COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS

CREDIT UNITS: 2

TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

1. The success of International Public Relations practitioners is contingent on the effective application of certain strategies, tactics and techniques. Name and discuss at least eight of such measures. **(30 marks)**
2. International Relations is divided into five broad areas among nations. Discuss them. **(20 marks)**
3. Some factors lead to Nigeria's negative global image. Enumerate and explain at least five of them. **(20 marks)**
4. Newsom, *et al* (2001) claims that the pedagogical demands of teaching Public Relations internationally requires practitioners and educators to consider certain standards for the profession. Name and discuss five of them. **(20 marks)**
5. Some challenges inhibit the smooth operation of International Relations in the 21st Century. Enumerate and discuss four of such impediments. **(20 marks)**