



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS_

COURSE CODE: MAC425
COURSE TITLE: PUBLIC RELATIONS PRACTICE
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. (a) Examine the **three (3)** cogent conditions that must be fulfilled before a person can be registered as public relations professional **(15 marks)**
(b) Enumerate any **five (5)** of the accepted minimum qualifications for registering somebody as a practitioner of public relations. **(10 marks)**
2. (a) Establish **five (5)** reasons to substantiate the essence of community relations practice **(10 marks)**
(b) In what **five (5)** ways can an organisation seek a balance between the organisation's desires for the host communities and the actual communities' desire? **(5 Marks)**
3. (a) Identify **five (5)** of the working domains of government-public relations practitioner. **(5 marks)**
(b) Discuss **five (5)** functions of public relations in government **(10 marks)**
4. (a) Discuss **five (5)** Forms of Press Release. **(10 Marks)**
(b) Examine any **five (5)** factors that impede on the use of Press Release. **(5 Marks)**
5. (a) What does Situational Theory suggests? **(3 Marks)**
(b) Discuss the three classifications of publics that fall within the application of Situational Theory. **(12 Marks)**