



CRAWFORD UNIVERSITY

FAITH CITY, IGBESA, OGUN STATE

DEPARTMENT OF MASS COMMUNICATION

2017/2018 HARMATTAN SEMESTER EXAMINATION

MAC 213: PRINCIPLES & PRACTICE OF PUBLIC RELATIONS

INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS
TIME ALLOWED: 2 HOURS

- 1). (a) *"Many Public Relations' scholars generally accept the Mexican Statement as the standard definition of Public Relations."* Discuss.
(b) List and explain the key and important terms required for formulating good Public Relations. (15 marks)
- 2). Charles Daramola, a renowned scholar and Public Relations expert has described the various areas of work of the Public Relations practitioner as the *'Universe of Professional PR.'* With relevant examples, discuss these areas of work of the PR practitioner. (15 marks)
- 3) Discuss exhaustively the factors that have contributed to the development of modern Public Relations. (15 marks)
- 4). (a) *"Public Relations campaign/programme must be carefully planned to achieve certain objectives, using certain pre-determined strategies."* What are these objectives?
(b) Discuss the three (3) major Planning Models used in Public Relations. (15 marks)
- 5). You are appointed as the new Director, Public Relations for XYZ Plc., a national oil & gas firm. Write your proposal to the MD/CEO, giving your professional advice on the steps to adopt in setting up a functional Public Relations Department for the firm. (15 marks)
- 6). Write short notes on the following:-
(a) Ivy Ledbetter Lee (b) Dr. Samuel Epelle (c) Fine Appearance (d) Dispensable Function
(e) Multiple Image (15 marks)

Best of luck!