



**CRAWFORD UNIVERSITY, IGBESA**

**DEPARTMENT OF MASS COMMUNICATION**

**HARMATTAN SEMESTER EXAMINATION**

**COURSE TITLE: COMMUNITY RELATIONS**

**COURSE CODE: MAC 319**

**DURATION: 2 HOURS**

**INSTRUCTION: ANSWER ANY THREE QUESTIONS**

1. **Discuss the idea of Community Relations in Public Relations practice?**  
(20 Marks)
2. **List and explain five objectives of Community Relations practice?** (20 Marks)
3. **Critically discuss the major challenges of Community Relations practice in Nigeria?**  
(20 Marks)
4. **Write short notes on the following terms in Community Relations practice:**  
Event Sponsorship;  
Host Communities;  
Corporate Organisation;  
Social Responsiveness  
(20 Marks, 5 Marks for each Term)
5. **Discuss the concept of Corporate Social Responsibilities and its importance in Community Relations?**  
(20 Marks)