

CRAWFORD UNIVERSITY, IGBESA

DEPARTMENT OF MASS COMMUNICATION

HARMATTAN SEMESTER QUESTION 2016/2017 SESSION

COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS

COURSE CODE: MAC 213

INSTRUCTION: ANSWER QUESTION ONE AND ANY TWO QUESTIONS

DURATION: 2HOURS

1. Discuss the concept of Public Relations.
2. Briefly discuss the origin of Public Relations in Nigeria
3. Analyse the achievements of Nigerian Institute of Public Relations
4. Analyse the RACE Model towards achieving good Public Relations for MTN
5. Explain four components of Public Relations Practice