



**CRAWFORD UNIVERSITY**  
**Faith City Igbesa, Ogun State**  
**COLLEGE OF ARTS AND COMMUNICATION STUDIES**  
**HARMATTAN SEMESTER EXAMINATION 2020/2021 ACADEMIC SESSION**

**DEGREE:** B.Sc. MASS COMMUNICATION  
**PROGRAMME:** MASS COMMUNICATION  
**COURSE TITLE:** PRINCIPLES OF PUBLIC RELATIONS 2  
**COURSE CODE:** MAC 213  
**CREDIT UNIT:** 2C  
**TIME ALLOWED:** 2 HOURS

**INSTRUCTION:** ANSWER QUESTION ONE (1) AND ANY OTHER TWO (2) QUESTIONS

1a. Describe the Systems Theory with emphasis on its relevance to the Public Relations practice in Nigeria. **15Marks**

b. With credible illustrations, explain five (5) working tools available to an efficient Public Relations practitioner. **15Marks**

2a. Who is a Public Relations Manager? **2Marks**

b. Mention four (4) professional responsibilities of a Public Relations Manager. **8Marks**

c. Mention five (5) ways by which the Public Relations Manager can effect co-operation with the management of an organisation. **5Marks**

3a. What do you understand by the term "Publics of an organisation"? **5Marks**

b. Describe five (5) publics an organisation and showing why they are important to the success and survival of an organisation. **10Marks**

4. With good illustrations, state and describe four (4) main PR decisions in an organisation. **15Marks**

5a. Mention five (5) essential points to know about the Press to enhance good Press Relations. (10marks)

b. State five (5) principles that guarantee good Press Relations. **5Marks**