



ELIZADE UNIVERSITY,
ILARA-MOKIN,
ONDO STATE

FACULTY: HUMANITIES, SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION

COURSE CODE: MAC 211

COURSE TITLE: INTRODUCTION TO PUBLIC RELATIONS

DURATION: 2 Hours

INSTRUCTIONS TO CANDIDATES:

- (a) Answer only **three (3)** questions. Number **1** is compulsory.
- (b) Candidates must write their matriculation numbers clearly in the space(s) provided. Where additional sheets of paper are used, each page should carry your matriculation number.
- (c) All Questions carry equal marks
- (d) All answers must be clearly and correctly numbered
- (e) Write legibly on both sides of the page. Rough work (if any) must be crossed out neatly after use.

- 1a. "Public Relations is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organisation and its publics; involves the management of problems or issues, helps management to keep informed on and responsive to public opinion, defines and emphasises the responsibility of management to serve public interest, helps management to keep abreast of and effectively utilize change; serving as an early warning system to help anticipate trends and uses research and sound ethical communication techniques as its principal tool."

Properly identify the **author, place and date** of the enactment of the above quoted public relations definition. Choose and explain your understanding and applicability **four (4)** key phrases of this definition.

OR

- 1b. Reproduce with accuracy The Mexican Statement/Public Relations definition issued at the 1st World Forum in Public Relations.
- Identify the authors and the year of its coinage.
 - Identify four **(4)** **key phrases** in the definition and explain them with copious examples.
2. Identify **six (6)** tools of public relations and write on any **three (3)** of them indicating how they facilitate communication with an organisation's disparate audiences.
3. Identify 10 qualities/attributes of a public relations personnel. Discuss any **five (5)** by explaining how they help the practitioners deliver quality service to their clients.
4. In a tabular format, differentiate between Public Relations and Advertising using **four (4)** main distinguishing factors for the discuss. Use of appropriate examples would be an advantage.
5. Write on any **four (4)** of the following public relations terminologies:
- Media Gatekeeper
 - Social media
 - News Release
 - Citizen Journalism
 - Media Relations
 - Internal and External Communications
 - Publics