ELIZADE UNIVERSITY, ILARA-MOKIN, ONDO STATE

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

COURSE CODE: MAC 415

COURSE TITLE: PUBLIC RELATIONS FOR GOVERNMENT AND NGOs

DURATION: 2½ HOURS

CREDIT UNITS: 2

INSTRUCTIONS TO CANDIDATES:

(a) Question Five is compulsory and any other two. Answer only **three (3)** questions.
(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 answers must be clearly and correctly numbered
(d) Write legibly on both sides of the page. Rough work (if any) must be crossed out neatly after use.

1a. Just as Technology is making other sequences of Mass Communication better, so also, it is doing so to the world of Public Relations. How can a PRO working with Government or NGO successfully maintain a mutually beneficial relationship with his intended publics. (10 marks)
b. Outline five tools of Public Relations in an NGOs or Government with relevant examples etc. (5 marks)

2. The practice and purpose of Public relations in NGOs are totally different from Government and others. Discuss Elaborately. (15 marks)

3. Public relations are one of many approaches that government can utilize to increase policy dialogue with citizens. Discuss this in relation to the publics of government public relations with relevant examples. (15 marks)

4a. List Public Relations careers in Government and NGO. (10marks)

b. Mention qualifications and duties of such careers. (5 Marks)

5. Assume the role of PR Officer in an NGO; raise a media campaign on any trending crises reflecting your NGO's Objective on any issue calling for government action using the knowledge of class assignment by listing the appropriate steps. (20 marks)
b) Explain the basic expectations of a Public Relations officer to his pay master-Either Government or NGO (10marks)