



**BOWEN UNIVERSITY**

**COLLEGE OF COMPUTING AND COMMUNICATION STUDIES**

**MASS COMMUNICATION PROGRAMME**

**2022/2023 SESSION**

**SECOND SEMESTER EXAMINATION QUESTIONS**

**Course Title: Community Relations**

**Course Code: MAS 352**

**Course Unit: 2**

**Instruction: Answer question one and any other two**

**Duration: 2 hours**

1. There are no definitive ways to build positive relationships with local communities, as each business, and industry has its own culture and identity. Bearing this in mind, come up with six community relations activities suitable for any industry of your choice. (30 marks)
2. Community relations positions businesses as civically and ethically responsible in their local communities, fosters goodwill among the locals—your potential customers, and helps the community thrive as a whole. Explain four ways community activities achieve these. (20 marks)
3. The practice of community relations in Nigeria is bedeviled with numerous challenges. Elaborate four of them. (20 marks)
4. Apart from Community Relations discuss four other aspects of Public Relations that you know. (20 marks)
5. Write short notes on the following;
  - A.) Press tours;
  - B.) Meetings with host communities;
  - C.) Patronizing Local suppliers;
  - D.) Physical development of host communities(20 marks)