



BOWEN UNIVERSITY, IWO

COLLEGE OF COMPUTING AND COMMUNICATION STUDIES

MASS COMMUNICATION PROGRAMME

SECOND SEMESTER 2022/2023 EXAMINATION

COURSE TITLE: PRINCIPLES AND PRACTICE OF PUBLIC RELATIONS

COURSE CODE: MAS 208

COURSE UNIT: 2

DURATION: 2 HOURS

INSTRUCTION: ANSWER THREE QUESTIONS IN ALL. QUESTION ONE IS COMPULSORY.

1. (a) Why is it necessary for a public relations practitioner to identify the relevant publics when planning a programme? **{10 marks}**

(b) List 10 major publics of Bowen University Teaching Hospital, Ogbomoso **{10 marks}**

(c) Discuss at least FIVE similarities and differences between corporate social responsibility and community relations. **{10 marks}**
2. The practice of public relations is divided into ten major branches, identify these branches. **{10 marks}**
- b. RACE model is a popular model for tackling public relations function. Discuss. **{10 marks}**
3. Discuss the environments of public relations **{20 marks}**
4. (a) With the aid of a definition well traced to an authority, thoroughly examine the recurrent element of public relations. **{10 marks}**

b. Highlight TEN major qualities of a good public relations practitioner **{10 marks}**
5. (a) Why is research and evaluation imperative in public relations practice? **{10 marks}**
(b) Your company wants to launch a new product next month. Identify TEN major PR tools that can be utilised to create effective public relations awareness about the product. Remember to give reasons to justify your choice of PR tools. **{10 marks}**