



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_1 EXAMINATION

COURSE CODE: MKT 833

COURSE TITLE: ADVERTISING MANAGEMENT

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question one (1) and any other three (3) questions; four questions in all

3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.

4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½ Hours

1. (a) Elaborate on any Five (5) Response and Interactive Advertising. (15 Marks)

(b) Explain what you understand by the Role and Scope of Advertising Management.
(10 Marks)

2. Advertisements can be from the point of view of consumers, discuss these consumer expectations for an advertisement with examples. (15 Marks)

3. Explain the Channels of Integrated Marketing Communication (IMC) and what do you understand by Advertising Management. (15 Marks)

4. Discuss the essential elements for the creation of an advertising and List the Integrated Marketing Communications Process. (15 Marks)

5. List the various Types of Mass Media and Explain Five (5) Characteristics of each of them listed. (15 Marks)