



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
SEPTEMBER, 2020_1

COURSE CODE: MAC 331
COURSE TITLE: ADVERTISING CAMPAIGN PLANNING AND EXECUTION
UNIT: 3
TIME: 3HRS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. Advance five factors that justify insistence that every advertising campaign should be properly planned before its execution in Nigeria. (17¹/₂ Marks)
2. Discuss seven processes of advertising and its relevance to advertising agencies in Nigeria. (17¹/₂ Marks)
3. Examine four components of the marketing mix and its usefulness to planning in advertising. (17¹/₂ Marks)
4. Evaluate five functions of APCON and its significance to advertising in Nigeria. (17¹/₂ Marks)
5. Provide four weaknesses of the newspapers in advertising and how it affects the consumer. (17¹/₂ Marks)
6. Outline seven merits of billboard as an instrument of advertising. (17¹/₂ Marks)

