



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE**  
**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2020\_2 EXAMINATION**

**COURSE CODE:** MAC 424  
**COURSE TITLE:** INTERNATIONAL ADVERTISING AND  
PROPAGANDA  
**UNIT:** 3  
**INSTRUCTION:** ANSWER ANY FOUR QUESTIONS  
**TIME:** 3 HOURS

1. Expatriate your understanding of Global Advertising. List and briefly explain six features of global advertising. **(17 ½ marks)**
2. There are several reasons why advertising is such an important part of many international marketers' promotional mix. Identify and detail seven key importance of International Advertising. **(17 ½ marks)**
3. (a) Highlight the seven roles of advertising and promotion in marketing mix.  
(b) Discuss five roles and relevance of advertising and promotion in the global society. **(17 ½ marks)**
4. (a) Expatriate the meaning of propaganda. (b) List and discuss three advantages and three disadvantages involved in the use of propaganda. **(17 ½ marks)**
5. (a) Enumerate seven principles on which propaganda was built. (b) Identify and briefly explain three characteristics of propaganda. **(17 ½ marks)**
6. (a) Expatriate on four situations where propaganda can be used. As a means of winning support for a cause, a policy, opinion, belief or greed. (b) Identify and discuss four functions of propaganda. **(17 ½ marks)**

