



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_1 EXAMINATION

Course Code: MKT833

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: 2½Hours

- 1) Discuss the channel of communication through which a company communicates its product/services to the consumer. **25marks**
- 2) Discuss the importance of the following specialist companies like media buying agencies and creative boutique in fulfilling some of the tasks of full-service agencies **15marks**
- 3) Write short notes on the following terminologies **15marks**
 - a) Creative Briefing Forms
 - b) Target audience
 - c) Brand
- 4) Differentiate between Advertising objectives and strategies **15marks**
- 5) Define media and discuss its characteristics in relation to Television **15marks**
- 6) Explain the concept of Advertising Practitioners Council Of Nigeria (APCON) **15marks**