



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2021_2 EXAMINATION**

COURSE CODE: MAC 331
COURSE TITLE: ADVERTISING CAMPAIGN PLANNING AND EXECUTION
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. Define research in relation to advertising and explain any (4) importance of research in advertising evaluation. **(25 Marks)**
2. Provide a comprehensive discourse on the role and interface of the cardinal elements in the advertising tripod. **(15 Marks)**
3. Identify and explain any (5) components in the structure of an advertising agency. **(15 Marks)**
4. With clear examples explain (3) advantages and (3) disadvantages of outdoor advertising in Nigeria. **(15 Marks)**
5. Explain why alcoholic beverages, tobacco and political advertising are classified as **sensitive adverts** and provide 4 strategies on how they should be handled. **(15 Marks)**