



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

COURSE CODE: MAC 332
COURSE TITLE: ADVERTISING COPY AND LAYOUT
UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

1. (a) What is an advertising copy?
(b) Identify and explain five (5) functions of advertising.
(c) A small business owner who does not have a large advertising budget can make the most of limited advertising funds by establishing clear advertising objectives, such can also make use of low-cost but effective advertising strategies. Suggest five (5) possible objectives and strategies suitable for the business. **(30 Marks)**
2. Explain seven (7) guidelines that are important in evaluating an advertising copy output. **(20 marks)**
3. (a) Give five (5) advantages of newspaper advertising.
(b) Ucheanya states the various stages of preparing advertising materials for the mass media. Explain five (5) of these stages. **(20 marks)**
4. Identify and explain five important criteria for considering planning an advertising campaign. **(20 marks)**
5. John-Kamen has come up with five (5) principles to consider in preparing a good advertising copy. Identify and clearly explain these five principles.