



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

**COURSE CODE:** MAC 424  
**COURSE TITLE:** INTERNATIONAL ADVERTISING AND PROPAGANDA  
**UNIT:** 3  
**INSTRUCTION:** ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

**TIME:** 3 HOURS

1. Establish five (5) reasons why global advertising is essential as a campaign promotion mechanism most especially for the multinational companies. **(25 Marks)**
2. As the head of the marketing department of a multinational company, discuss with the management at least two (2) major challenges that can constitute impediment to international advertising. **(15 Marks)**
3. Identify and critically examine any five (5) propaganda techniques that are commonly used in international advertising to persuade the international audience. **(15 Marks)**
4. As a professional advertising practitioner, identify and discuss the **three (3)** major forms of global advertising a company can use to reach out to all their audience categories. **(15 Marks)**
5. Identify and fully discuss at least five (5) decision areas in international advertising. **(15 Marks)**