



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

**COURSE CODE:** MAC427  
**COURSE TITLE:** ECONOMIC AND SOCIAL ISSUES IN ADVERTISING  
AND PUBLIC RELATIONS  
**UNITS:** 2  
**TIME:** 2 HOURS  
**INSTRUCTION:** ANSWER QUESTION ONE AND ANY OTHER TWO  
QUESTIONS.

1. Consumerism in Nigeria is faced with a lot of challenges. Identify and explain six setbacks of consumerism in Nigeria. **(30 Marks)**
2. Advertising and public relations have very harmful effects on the society. Discuss four dimensions of harmful effects of advertising and public relations in Nigeria. **(20 Marks)**
3. Good ethical conduct is a global challenge of many professions. With five valid points, explain how ethical conduct in Advertising and Public Relations can be improved in Nigeria. **(20 Marks)**
4. Identify and discuss any five (5) inherent reasons for social responsibility of organisations in Nigeria. **(20 Marks)**