



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2017_2 Examination, January/February 2018

COURSE CODE: MAC331

COURSE TITLE: ADVERTISING CAMPAIGN PLANNING AND EXECUTION

TITLE OF EXAMINATION: BSc MASS COMMUNICATION

TIME ALLOWED: 3 HOURS

Instruction: Answer questions one and any other three.

1. a. In a graphical form present and discuss the concept of advertising tripod showing the critical interface between the components of the system.
b. Experts emphasise the importance of 4Ps of Marketing or Marketing Mix. Enumerate and discuss their relevance to the successful marketing of a given advertised product.
c. Explain at least five advantages of radio advertising.
d. What are the demerits of television advertising?
e. Show the truthfulness or otherwise of the claim that the telecommunication sector is the highest revenue yielding area to the advertising industry in Nigeria.(25 marks)
2. a. Show through detailed presentation the strengths of newspaper as a medium of advertising:
b. Discuss at least five demerits of using newspaper as means of advertising? (15 marks)
3. Many experts in the field of advertising are of the opinion that effective advertising must partly be anchored on good knowledge and grasp of the processes of advertising.
a. Name and discuss the procedure for professional advertising.
b. Discuss the five sub-processes that come under the planning stage.(15 marks)
4. a. According to Aliede (2005), advertising has consistently faced caustic criticisms due to what it does and does not do.Name at least ten of such accusations and discuss five of them:
b. Explain in detailsat least five of the principles that guide professional advertising practitioners in packaging a product for advertising.(15 marks)
5. An analyst has argued that partly due to Nigeria's economic andgeographical expanse, APCON is inadequately equipped to control and regulate advertising in the country.
a. Name at least ten statutory strengths backing APCON's functions in the country.
b. Name and discuss five sectoral organisations also involved in the activities of advertising management in Nigeria.(15 marks)
6. a. Briefly discuss five other bodies outside the advertising field that assist in the regulation of advertising in the Nigeria.
b. What are the implications of post-advertising evaluation? (15 marks)