



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

FEB 2018 EXAM

COURSE CODE: MAC332
COURSE TITLE: ADVERTISING COPY WRITING AND LAYOUT
UNIT: 2

INSTRUCTION: ANSWER ANY THREE QUESTIONS
TIME: 2 HOURS

1. (a) Give an in-depth explanation on the classifications of advertising according to Arens (1999) and Anyacho (2002) (3 marks each for four points provided). **(11 Marks)**
1. (b) What goals do advertising researches set out to achieve in the advertising and marketing world. **(12¹/₂ Marks)**
2. Discuss an advertising agency against the backdrop of the types and the media they use. **(23¹/₂ Marks)**
3. List and explain the basic elements of an advertising copy. **(23¹/₂ Marks)**
4. Explain campaign planning in the light of the objectives, definition and criteria for consideration. **(23¹/₂ Marks)**
5. What is media planning? Explain the problems and activities involved in media planning. **(23¹/₂ Marks)**