



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

2019_ 1 EXAM

COURSE CODE: MAC424
COURSE TITLE: INTERNATIONAL ADVERTISING AND PROPAGANDA
UNITS: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. a) Enumerate five (5) features of international advertising.
b) Giving five (5) reasons, explain why international advertising is important. **(17¹/₂ Marks)**
2. Barriers to international advertising can be broadly grouped into market differences and consumer differences. With aid of examples and/or illustrations, identify and discuss any five barriers of your choice. **(17¹/₂ Marks)**
3. Contrary to popular perception of it being always false and negative, propaganda is a coin of two faces having its own advantages and disadvantages. Discuss the assertion, highlighting any four (4) usages of propaganda **(17¹/₂ Marks)**
4. In which ways/areas is domestic advertising different from international/global advertising? List and explain the three (3) major types of domestic advertising as well as the three (3) major types of global advertising. **(17¹/₂ Marks)**
5. Discuss the following decision areas in relation to organization of international advertising and promotional functions:
 - a) Centralisation
 - b) Decentralisation
 - c) Combination of centralisation and decentralisation
 - d) Agency selection
 - e) Media selection **(17¹/₂ Marks)**
6. With the aid of relevant examples or illustrations where applicable, discuss not less than four elements of socially responsible advertisement. **(17¹/₂ Marks)**