



**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: MAC424
COURSE TITLE: INTERNATIONAL ADVERTISING AND PROPAGANDA
UNIT: 3

INSTRUCTION: ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS

1. An advertising agency in which you are aspiring to work after your graduation next year has just suggested global advertising to one of its client companies. Discuss at least seven benefits of such form of advertising to convince the client company. **(17¹/₂ Marks)**
2. Discuss the roles of advertising within the realm of the 7 Ps of Marketing Mix. **(17¹/₂ Marks)**
3. Considering market and consumer differences, discuss factors that can constitute barriers to international advertising and campaigns. **(17¹/₂ Marks)**
4. With relevant examples and or illustration where applicable, identify and discuss the key seven (7) decision areas in international advertising. **(17¹/₂ Marks)**
5. Advertising and propaganda have a common goal of persuading audience to accept an idea, a product or service. Discuss five propaganda techniques that are commonly used in international advertising. **(17¹/₂ Marks)**
6. (a) Discuss the three forms of domestic advertising.
(b) Explain any two of the three types of global advertising. **(17¹/₂ Marks)**