



**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

COURSE CODE: MAC 427

**COURSE TITLE: ECONOMIC AND SOCIAL ISSUES IN ADVERTISING AND
PUBLIC RELATIONS**

UNIT: 3

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

TIME: 3 HOURS

COURSE CODE: MAC427

COURSE TITLE:

TITLE OF EXAMINATION: MSc MASS COMMUNICATION

TIME ALLOWED: 2 HOURS

Instruction: Answer questions one and any other two.

1. a. Though as an industry in Nigeria, advertising's contribution to national income runs into billions, yet it is besieged with some challenges. Enumerate and explain at least ten of those challenges.
b. Discuss at least ten of the impediments facing public relations in Nigeria.
c. "Social responsibility (CSR) has become a big concern in modern corporate management, as well as in advertising and public relations today. This is because of the continuing realisation by organisations that long-term survival and profitability depend on how much they serve public interest. This is demonstrated not only in producing good product or service, but also on how much they care for their environment, society and the people" the author of the course material, MAC 427 insists. What are the social responsibilities required of advertising public relations practitioners? **(30%)**
2. Every advertising professional practitioner's capacity and capability must stem from his/her adequate knowledge of the classifications and functions of advertising.
 - a. Enumerate and discuss various kinds of advertising.
 - b. Name and explain the roles of advertising in the society. **(20%)**
3. a. Enumerate and discuss ten of the tenets of the Code of Conduct of the Nigerian Institute of Public Relations (NIPR).

- b. Show five possible areas of deception in advertising in public relations. **(20%)**
4.
 - a. What are factors which led to consumerism in Nigeria?
 - b. Apart from Nigeria's Consumer Protection Council (CPC), what other bodies and laws concerned with consumerism exist in Nigeria? Name and explain at least five of them. **(20%)**
5.
 - a. Enumerate the five objectives of Consumer Protection Association of Nigeria.
 - b. What are challenges facing consumerism in Nigeria? **(20%)**