



**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 428**

**COURSE TITLE: INTEGRATED MARKETING COMMUNICATIONS**

**UNIT: 2**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO.**

1. The Ps of marketing can be regarded as the guiding road map for professional marketers who must apply them as inevitable principles for effective practice in the field.
  - a. Enumerate at least eight of them.
  - b. With exhaustive discussion, show how five of them are applied in marketing.
  - c. Name and explain at least five of the factors considered before fixing the price of a product.(7 marks)
  - d. Show how and why Nigerian Bottling Company, makers of Cocoa-Cola products are adjudged to have one of the best distribution strategies in Nigeria.(30 marks)
2.
  - a. What is Integrated Marketing Communications?
  - b. Provide and discuss the reasons for the growing importance and popularity of Integrated Marketing Communications.(20 marks)
3. With detailed explanation, show the similarities and distinctions between the following: Marketing and Advertising; Marketing and Public Relations, and Marketing and Sales promotion/Personal selling.(20 marks)
4.
  - a. Enumerate and discuss the two main kinds of marketing research.
  - b. What are the objectives of marketing research?(20 marks)
5.
  - a. Discuss the nine critical steps of marketing research.
  - b. Enumerate at least ten advantages of marketing research.(20 marks)