

MAC427

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1. All, except one is not a source of revenue for an advertising agency

Processing client's goods and services

--->> Royalties

Printing jobs

Agency commission

2. In what year did formal public relations practice in Nigeria started?

--->> 1944

1932

1926

1952

3. \_\_\_\_\_ refers to window display, banners and special stands

Display advertising

--->> Point-of-Purchase media

Advertising specialties

Window advertising

4. Which of the following begins with the storyboard?

--->> TV commercial

Radio commercial

Newspaper advert

All advertisements

5. These are below-the-line advertisements except

Free contests and samples

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Advertising specialties

Trade fairs, exhibitions and expos

6. \_\_\_\_ refer to other kinds of advertisements not within the traditional media

Above-the-line

Display

Centre spread

--->> Below-the-line

7. All are the three main elements of public relations except

Information

Persuasion

Interaction

--->> Education

8. What is done before the campaign to guide the creative efforts?

--->> Formative research

Message research

Tracking studies

Story board

9. Which of the following is not a stage of advertising campaign?

Choosing the marketing strategy

Selecting the main theme or appeal

--->> Displaying the advertisement

Translating the theme into the various media

10. Which of these departments buy time and space in the selected media for the campaign?

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Media executive

--->> Marketing

Creative

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