



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2022_2 EXAMINATION**

COURSE CODE: MAC427
COURSE TITLE: ECONOMIC AND SOCIAL ISSUES IN ADVERTISING AND PUBLIC RELATIONS
UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

1. With five clear points each, discuss the economic and social roles of advertising in Nigeria. **(30 Marks)**
2. Critically evaluate five common stages of an advertising campaign. **(20 Marks)**
3. The advent of consumerism can be attributed to several factors. Identify and explain four factors responsible for the growth of consumerism in Nigeria. **(20 Marks)**
4. Identify and discuss any four (4) major features of public relations. **(20 Marks)**