



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2022\_2 EXAMINATION**

**COURSE CODE:** MAC 428  
**COURSE TITLE:** INTEGRATED MARKETING COMMUNICATIONS  
**UNITS:** 2  
**TIME:** 2 HOURS  
**INSTRUCTION:** ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

1. “Like many economic activities, marketing is as old as man”. Discuss the five phases in the evolution of marketing to justify this assertion. **(30 Marks)**
2. Marketing mix means working hand-in-hand of the marketing elements as a means of marketing effort to achieve marketing goals. Explain the acceptability of this statement by discussing the relationship among any 5 P’s of marketing. **(20 Marks)**
3. The global shift from traditional marketing communication to a total-communication solution approach was influenced by a set of factors. Identify and discuss five of these factors. **(20 Marks)**
4. Identify and discuss any five (5) factors that influence the choice of the promotional mix. **(20 Marks)**
5. Discuss five reasons to substantiate the need for marketing research. **(20 Marks)**