



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2023\_1 POP EXAMINATION.**

**COURSE CODE: MAC 331**

**COURSE TITLE: ADVERTISING CAMPAIGN PLANNING AND  
EXECUTION**

**UNIT: 3**

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS**

**TIME: 3 HOURS**

1. In advertising, planning serves as a 'guide' and 'guardian'. With relevant examples, justify why planning is imperative in contemporary advertising practice (**17 1/2 marks**).
2. Advertising agency is structured with each department saddled with unique responsibilities and functions. Discuss how four of such departments function (**17 1/2 marks**).
3. List and explain those advantages that make magazine stand out as a preferred medium of advertising (**17 1/2 marks**).
4. List and elaborately discuss the unique contributions of each of the 4Ps of marketing to the overall marketing goals (**17 1/2 marks**).
5. Despite its numerous advantages, billboard as a medium of advertising has some inherent disadvantages. Discuss four of such disadvantages (**17 1/2 marks**).