



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_2 EXAMINATIONS_

COURSE CODE: MAC 316
COURSE TITLE: MASS COMMUNICATION AND NATIONAL DEVELOPMENT
UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER ANY THREE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. Effective social marketing is based on the use of 'Ps'. Carefully explain the first four Ps out of the 5Ps in social marketing. b. How does it affect national development? **(23 ½ marks)**
2. Enumerate and fully discuss four (4) major ways the media can play a development role. **(23 ½ marks)**
3. Media organisations can be both private and government/public owned in nature. With four examples for each, compare and contrast the two. **(23 ½ marks)**
4. (a) Define communication research and show how important it is for national development. **(23 ½ marks)**
(b).List four and explain two stages in research for national development. **(23 ½ marks)**