

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_2 EXAMINATIONS_

COURSE CODE: MAC 331
COURSE TITLE: ADVERTISING CAMPAIGN PLANNING AND EXECUTION
UNIT: 3

INSTRUCTION: ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS

1. As a science, advertising follows certain steps and procedures. Explain how four of these steps contribute to the overall advertising goals (17 1/2 marks).
2. The effectiveness of any advertising is anchored on a tripod. Discuss how each component of the tripod exists and coexists in order to actualise the advertising goal (17 1/2 marks).
3. Advertising Practitioners Council of Nigeria (APCON) is neither a strong nor a weak organisation. Discuss this assertion, taking into cognisance at least three functions of the council and three factors that inhibit the realisation of its mandates (17 1/2 marks).
4. A typical advertising campaign ought to be planned before execution. Discuss why it has to be so (17 1/2 marks).
5. Despite some apparent disadvantages, radio has some inherent advantages as a medium of advertising. Explain five of such advantages (17 1/2 marks).