



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 332

COURSE TITLE: ADVERTISING LAYOUTS AND DESIGN

UNIT: 3

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

TIME: 3 HOURS

1. With relevant examples discuss five functions of advertising in a contemporary society (17 1/2 marks).
2. Research is an important tool of advertising. Discuss the various steps in conducting an advertising research (17 1/2 marks).
3. Advertising can be categorised according to reach and geographical coverage. With relevant examples, list and explain four of these categories (17 1/2 marks).
4. Advertising copy is the sum of all the elements of a creative work. List and explain five elements of an advertising copy (17 1/2 marks).
5. An objective of advertising campaign varies in line with the function of advertising. Discuss the five objectives of advertising campaign (17 1/2 marks).