



**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 424

COURSE TITLE: INTERNATIONAL ADVERTISING AND PROPAGANDA

UNITS: 3

TIME: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS ONLY. ALL QUESTIONS CARRY EQUAL MARKS.

1. If advertising creates brand image, for a company or brand, it will help companies to sell their products and services. In what five (5) ways can global advertising be used by companies? **(17 ½ Marks)**
2. In spite of the importance of global advertising to brand building and business success, it still faces many challenges exist. Explain this statement citing **five (5)** challenges to global advertising. **(17 ½ Marks)**
3. Hofstede (1997) has given dimensions of culture as a way of life of a people. Explain those **five (5)** dimensions of culture as a way of life. **(17 ½ Marks)**
4. Propaganda has been criticised in many ways, yet some school of thought think otherwise. Critically discuss and support with five (5) points the view that propaganda is necessary for achieving a marketing goal. **(17 ½ Marks)**
5. In what five (5) ways can propaganda be effectively utilised for winning support for a cause, a policy, opinion or belief? **(17 ½ Marks)**