



**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\_**

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**COURSE CODE:** MAC 428  
**COURSE TITLE:** INTEGRATED MARKETING COMMUNICATIONS  
**UNITS:** 2  
**TIME:** 2 HOURS  
**INSTRUCTION:** ANSWER ANY THREE QUESTIONS ONLY. ALL QUESTIONS CARRY EQUAL MARKS

1. Define research and contradistinguish between conventional research and marketing research (23 ½ Marks)
2. Marketing research is of two types; define them and discuss three components of each (23 ½ MARKS)
3. Enumerate the key steps in conducting marketing research. Explain any four. (23 ½ MARKS)
4. There are about five major components of the Integrated Marketing Communication process; Mention all of them and fully discuss four (4) (23 ½ MARKS)