



**NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI,
ABUJA**

**FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

2024 1 EXAMINATION

COURSE CODE: MAC 331

COURSE TITLE: ADVERTISING CAMPAIGN PLANNING & EXECUTION

TIME ALLOWED: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

- 1 a) Give reason(s) why advertising should be regulated? (7 Marks)
b) Explain the term 'alcoholic beverages' in relation to advertising? (8 Marks)
c) In contending against the ban of alcohol, state the benefits of advertising as stipulated by Akingbade (1994). (10 Marks)
- 2 a) What is the argument of Akingbade (1994:34-38) in justifying the regulation, control and restriction of alcoholic beverages. (5 Marks)
b) Explain the nature of tobacco products in relations to advertising? (10 Marks)
- 3 a) Explain what the 1990 Tobacco Smoking (Control) Decree, No. 20 stipulates? (5 Marks)
b) Why do some advertising practitioners require further policing to do their work professionally? (10 Marks)?
- 4 a) Explain the advertising code of ethics and the recommended dos and don'ts for tobacco billboard advertisements. (5 Marks)?
b) Discuss the nature of children in relations to advertising?(10 Marks)?
- 5 a) What does the APCON code stipulate in the case of political advertising? (5 Marks)
b) Discuss some of the sensitive sections of advertising that require the provision of guidelines (10 Marks)