



**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: MAC332**

**COURSE TITLE: ADVERTISING COPY AND LAYOUT**

**UNIT: 2**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO**

- 1 a) Discuss the creative tactics of television advertising? **(5 Marks)**
- b) State and explain the three phases of production for electronic media? **(10 Marks)**
- c) Explain the concept of media planning? **(5 Marks)**
- d) Discuss with relevant examples the problems facing media planning? **(10 Marks)**
  
- 2 a) Explain what advertising objective means to the advertiser? **(10 Marks)**
- b) State and evaluate the types of advertising objectives and strategy in advertising?  
**(10 Marks)**
  
- 3 a) Discuss the factors to be considered in the development of media plan **(10 Marks)**
- b) Examine with relevant examples why flexibility is needed in an effective media strategy **(10 Marks)**
  
- 4 a) Explain the target audience in media planning process **(10 Marks)**
- b) What is communication goals for advertising media planning? **(10 Marks)**