



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 TITLE: INTERNATIONAL ADVERTISING AND PROPAGANDA
COURSE CODE: MAC 424
CREDIT UNITS: 3
TIME ALLOWED: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS

- 1.a: Identify and explain five factors of market differences that can affect global advertising.
10 marks
- b: With relevant examples, discuss how the three consumer differences can influence global advertising. **7.5 marks**
2. a. What is domestic advertising? **5.5 marks**
- b. List and discuss features of the three types of domestic advertising that are available to advertisers in Nigeria. **12 marks**
3. a. What are propaganda principles? **2.5 marks**
- b. Deploying propaganda in international advertising requires that you understand the principles. List and explain any five of these principles that brand manager of *Power Oil* must know. **15 marks**
- 4.a: With relevant examples, describe how *centralisation and decentralisation* decisions can be combined by a multinational seeking international advertising. **7.5 marks**
- b. List and discuss five factors that must be considered by a brand like Toyota before embarking on sales promotion in Nigeria. **10 marks**
- 5.a Explain how advertising helps with the process of choice making. **5.5 marks**
- b. With relevant examples, discuss the four major types of propaganda in advertising. **12 marks**