



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2024 1 EXAMINATION

COURSE CODE: MKT 833

Time Allowed: 2 Hrs 30min

Minutes

COURSE TITLE: Advertising marketing

CREDIT UNIT: 3

INSTRUCTIONS:

- (1) Indicate your matric number clearly
- (2) Attempt Question 1 and any other three (3) questions
- (3) Question 1 is compulsory and carries **25Marks** while the other questions carry **15marks** each
- (4) Present all your points in a coherent and orderly manner.

QUESTION 1

1a. There are fundamental questions that advertising professionals must bear in mind when designing advertising ads; these questions must justify the purpose of designing ads for modern businesses. Discuss briefly three (3) questions that are fundamental in this direction. **(9 Marks)**

1b. Post-testing and campaign evaluation are key ways to assess the success of an advertising campaign. Marketing research will be useful in achieving these key success parameters. Briefly explain five (5) ways that can allow an organization to determine if advertising is working in the right direction **(16 Marks)**.

QUESTION 2

2a. Briefly explain the history of APCON and state the five (5) major operations it performs in discharging its roles and responsibilities in Nigeria **(9 marks)**.

2b. Explain three (3) major bodies of APCON that help in the major control of all the activities carried out in Nigeria **(6 Marks)**.

QUESTION 3