



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI,**  
**ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2024\_2 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) What are the unique features of newspapers as a vehicle for advertising? **(5 Marks)**  
b) List and explain the merits of the newspaper as a tool of advertising. **(10 Marks)**  
c) What are the weaknesses of newspaper as a tool of advertising? **(10 Marks)**
2. a) Why are magazines regarded as the most prestigious of all publication in the print industry? **(5 Marks)**  
b) List and explain the strengths of magazines as a tool of advertising? **(10 Marks)**
3. a) List the various unique variables which distinguish outdoor advertisements or billboards from other forms of advertising channels? **(5 Marks)**  
b) State and explain the advantages of the outdoor or billboards as an instrument of advertising? **(10 Marks)**
4. a) Broadcasting media has come a long way in the historical development of Nigeria. Discuss? **(10 Marks)**  
b) List and explain the merits of the radio as a tool of advertising? **(5 Marks)**
5. a) Discuss the special features of television as a means of disseminating commercial and other messages? **(5 Marks)**  
b) What are the advantages of television as a tool of advertising? **(10 Marks)**
6. a) Discuss the relationship between the Internet and advertising? **(5 Marks)**  
b) State and explain the merits of using the Internet as a tool of advertising? **(10 Marks)**