



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: MAC427
COURSE TITLE: ECONOMIC AND SOCIAL ISSUES IN ADVERTISING AND PR
UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

1. (a) Explain any five economic roles of advertising.
(b) Discuss your understanding of the five (5) social roles of advertising.
2. (a) Examine the five (5) major media of Press Relations.
(b) In what five (5) ways can photographs be used to aid Public Relations?
3. Examine **five (5)** ethical principles in advertising and public relations.
4. Examine any five (5) major sources of income for advertising agencies in Nigeria.