



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: MAC428
COURSE TITLE: INTEGRATED MARKETING COMMUNICATION
UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. (a) Highlight and discuss any **five (5)** of the steps involved in conducting marketing research. **(10 marks)**
(b) Itemise any **two (2)** forms of quantitative research. **(5 marks)**
(c) Enumerate any **five (5)** forms of qualitative research. **(10 marks)**
2. (a) Discuss four (4) qualities of Direct Marketing that distinguish it from other forms of Integrated Marketing Communication elements. **(12 marks)**
(b) Itemise any two downsides of direct marketing. **(3 marks)**
3. (a) Based on the various definitions of IMC you have come across, itemise **five (5)** salient points that can be used to describe Integrated Marketing Communication. **(10 marks)**
(b) Enumerate the first **five (5)** Nigerian advertising agencies that brace up to meet IMC requirements. **(5 Marks)**
4. With not less than five (5) characteristics, discuss the major differences in the various marketing functions. **(15 marks)**