



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS**

COURSE CODE: MAC 331

COURSE TITLE: ADVERTISING CAMPAIGN PLANNING AND EXECUTION

CREDIT UNITS: 3

TIME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

- 1a. Enumerate ten and discuss fully five of the principles that guide professional advertising practitioners in their work. **(13 marks)**
- b. Mention and detailedly explain the roles of the three elements of Advertising Tripod. **(12 marks)**

2. Although a number of constraints face ARCON (formerly APCON) in its regulating and controlling advertising in Nigeria, there are some legal and other strengths backing it as it carries its responsibilities. Enumerate and discuss ten of such legislations. **(15 marks)**

- 3a. Mention eight and explain five strengths of newspaper as a means of advertising. **(8 marks)**
- b. Discuss five demerits of using newspaper as medium of advertising. **(7 marks)**

- 4a. Discuss at least five advantages of radio advertising. **(8 marks)**
- b. What are the demerits of television advertising? **(7 marks)**

5. In a detailed discussion, show why advertising is planned. **(15 marks)**

6. What are the functions of Advertising Regulatory Council of Nigeria (ARCON, the former APCON)? **(15 marks)**