



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_1 EXAMINATION**

COURSE CODE: MAC424

COURSE TITLE: INTERNATIONAL ADVERTISING AND PROPAGANDA

CREDIT UNITS: 3

TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

QUESTION ONE

Define global advertising, and explain in four ways how it differs from domestic advertising? **(25 Marks)**

QUESTION TWO

Using any five points, explain why international advertising is crucial for businesses operating in a globalised world? **(15 Marks)**

QUESTION THREE

What is the primary advantage of using standardised advertising strategies in international markets? **(15 Marks)**

QUESTION FOUR

Using seven valid points, explain how advertising influences societal norms, values, and behavior? **(15 Marks)**

QUESTION FIVE

Identify six common challenges faced by advertisers when operating across borders. **(15 Marks)**