



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

COURSE CODE: MAC 427

**COURSE TITLE: ECONOMICS AND SOCIAL ISSUES IN PUBLIC
RELATIONS AND ADVERTISING**

CREDIT UNITS: 2

TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

1. Effectiveness and responsibility in the practice of advertising and public relations in Nigeria majorly implies strict adherence to the ethical codes of conduct guiding respective practitioners of ARCON (formerly APCON) and NIPR. Enumerate and discuss the contents of the codes of ethics of the two professions. **(30 marks)**

- 2 a. Name and explain ten of the obstacles facing the practice of public relations in Nigeria. **(10 marks)**
b. Social responsibility (CSR) has today become a serious concern in modern corporate management, advertising and public relations, as organisations know that to survive and make profit they must serve public interest. What are the social responsibilities required of advertising public relations practitioners in the course of their functions? **(10 marks)**

3. a. In what areas can public relations and advertising practitioners deceive their audiences? **10 marks)**
b. Name and explain what can be done to fight deception in public relations and advertising? **(10 marks)**

4. Enumerate and explain at least ten of the impediments facing the advertising industry in Nigeria.
(20 marks)

5. a. Explain how consumerism arose in Nigeria? **(10 marks)**
b. There are some other organisations and laws which alongside Nigeria's Consumer Protection Council (CPC) are concerned about consumerism in Nigeria? Name and discuss at least five of them. **(10 marks)**