



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

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

1a. Write short notes on the listed era in the history of marketing evolution.

- i. Barter Era
- ii. Production Orientation
- iii. Selling Orientation
- iv. Marketing Concept Orientation
- v. Strategic Marketing Orientation

1b. Identify and explain the first four **Ps** of marketing mix. **30 Marks**

2. Mention and discuss at least five characteristics of a product. **20 Marks**

3. Write short notes on the following as contained in the elements of marketing plan.

- i. Process
- ii. Physical Evidence
- iii. Packaging
- iv. Payment

20Marks

4a. Give and succinctly discuss at least five reasons why marketers are adopting the integrated marketing communication approach.

4b. Public Relations has emerged as a highly effective strategy for achieving some marketing and communications objectives. Discuss. **20Marks**