



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

COURSE CODE: MAC 428
COURSE TITLE: INTEGRATED MARKETING COMMUNICATION
CREDIT UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

1a. Mention and explain the factors that affect the choice of promotional mix in integrated marketing communication.

1b. Highlight and discuss at least three merits of integrated marketing communication.
30 Marks

2a. What is marketing research?

2b. Discuss the relationships between conventional research and marketing research.

20 Marks

3a. What is the importance of a problem statement in market research?

3b. Discuss in brief the first five steps involved in conducting a research arrange in chronological order.
20Marks

4. Identify and discuss the characteristics of a mass medium in marketing communication practice.
20 Marks