



**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**