



OLABISI ONABANJO UNIVERSITY, AGO-IWOYE
FACULTY OF THE SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION

2018/2019 HARMATTAN SEMESTER EXAMINATION

Course Code: MAS 417 Unit: 3 Status: ELECTIVE

Course Title: ADVERTISING IN PRACTICE

Duration: 2 HOURS

Instruction: ANSWER THREE (3) QUESTIONS. QUESTION ONE (1) IS COMPULSORY.

1. a. Present the organogram of a typical advertising agency. 10 marks.
b. Discuss the functions of each department listed on the organogram. 20 marks.
2. Mention four (4) major players in the advertising business and discuss their roles in the business. 20 marks.
3. State and discuss the factors to be considered in selecting an advertising agency. 20 marks.
4. a. What is media planning? 5 marks.
b. Discuss the steps in developing a media plan. 15 marks.
5. Discuss in detail the Client-Agency Relationship with reference to the following:
a. Agency responsibilities/functions towards the clients
b. Stages of Agency-Client Relationship
c. Factors that could end the Client-Agency Relationship. 20 marks.