

## NATIONAL OPEN UNIVERSITY OF NIGERIA UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA FACULTY OF SOCIAL SCIENCES DEPARTMENT OF MASS COMMUNICATION 2020\_1 EXAMINATION

COURSE CODE: MAC 428

COURSE TITLE: INTEGRATED MARKETING COMMUNICATIONS

UNITS: 2

TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

**QUESTIONS.** 

- 1. "Like many economic activities, marketing is as old as man". Discuss the five phases in the evolution of marketing to justify this assertion. (30 Marks)
- 2. Marketing mix means working hand-in-hand of the marketing elements as a means of marketing effort to achieve marketing goals. Explain the acceptability of this statement by discussing the relationship among any 5 P's of marketing. (20 Marks)
- 3. The global shift from traditional marketing communication to a total-communication solution approach was influenced by a set of factors. Identify and discuss five of these factors. (20 Marks)
- **4.** Identify and discuss any five (5) factors that influence the choice of the promotional mix. (20 Marks)
- 5. Discuss five reasons to substantiate the need for marketing research. (20 Marks)