



National Open University of Nigeria
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES

MARCH/APRIL 2014 SEMESTER EXAMINATION

COURSE CODE: MAC 427:

COURSE TITLE: Economic and Social Issues in Advertising and Public Relations

TIME ALLOWED: 2 HOURS

Instruction: Answer question one which is compulsory with any other two.

1. Discuss briefly the origin and development of advertising (15 marks)
 - b. List and explain five kinds of advertising (15 Marks)
2. Discuss in full the concept of Press Relations. (10 marks)
 - b. Give a detailed explanation of "Letters to the Editor" (10 marks)
3. Briefly discuss the role of advertising research in all the stages of an Ad campaign (5 Marks)
 - b. Discuss three types of research and their roles in every stage of the advertising campaign (15 marks)
4. Discuss in full the first five steps in the Public Relations campaign (20 Marks)
5. The organization of advertising revolves around three institutions, list and discuss these institutions. (20 Marks)