



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES**

JUNE/JULY 2013 EXAMINATION

COURSE CODE: MAC 427

**COURSE TITLE: ECONOMIC AND SOCIAL ISSUES IN ADVERTISING
AND PUBLIC RELATIONS**

TIME ALLOWED: 2HRS

**INSTRUCTIONS: ANSWER QUESTION ONE WHICH IS
COMPULSORY WITH ANY OTHER TWO.**

- 1.** Amongst the various roles of advertising, it plays an economic role. Discuss **five** of these roles. **(15 marks)**
(b) List and explain **five** types of advertising. **(15 marks)**
- 2.** List and explain **five** stages of an advertising campaign. **(20 marks)**
- 3.** Public Relations is a management function. Discuss briefly. **(10 marks)**
(b) Give **five** roles of Public Relations in management. **(10 marks)**
- 4.** What is a marketing mix? **(4 marks)**
(b) Discuss the **four** components of the marketing mix. **(16 marks)**

- 5. Discuss in full the concept of Press Relations. (10 marks)**
(b) Give a detailed explanation of "Letters to the Editor" (10 marks)