

NATIONAL OPEN UNIVERSITY OF NIGERIA

91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi-Abuja FACULTY OF MANAGEMENT SCIENCES 2020_1 EXAMINATION

Course Code: MKT833

Course Title: Advertising Management

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

- 2. Attempt question one (1) and any other three (3) questions; four questions in all
- 3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.
- 4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½ Hours

- 1) Discuss the channel of communication through which a company communicates its product/services to the consumer. **25marks**
- 2) Discuss the importance of the following specialist companies like media buying agencies and creative boutique in fulfilling some of the tasks of full-service agencies **15marks**
- 3) Write short notes on the following terminologies 15marks
 - a) Creative Briefing Forms
 - b) Target audience
 - c) Brand
- 4) Differentiate between Advertising objectives and strategies 15marks
- 5) Define media and discuss its characteristics in relation to Television 15marks
- 6) Explain the concept of Advertising Practitioners Council Of Nigeria (APCON) 15marks