



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS  
SCHOOL OF ARTS & SOCIAL SCIENCES  
JANUARY/FEBRUARY 2013 EXAMINATION**

**Mass Communication Unit**

**SECOND SEMESTER EXAMINATION (2012/2013 SECTION)**

**COURSE CODE: MAC 331**

**COURSE TITLE: ADVERTISING CAMPAIGN PLANNING AND  
EXECUTION**

**UNIT: 3**

**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER  
THREE**

**TIME: 3 HOURS**

1. (a) In order to achieve effective advertising, advertising has to be planned. Discuss.  
(b) List 5 reasons why advertising is planned.
2. Advertising is a process. List and explain any 5 processes of advertising.
3. Identify and explain the components of the advertising tripod with vivid illustrations.
4. Give a brief history of the establishment of APCON.
5. Discuss in full how the evolution of the internet is seen as the world's awaited medium in advertising.

6. (a) Give a brief history of cinema in Nigeria.  
(b) List and briefly explain 5 advantages of cinema.