



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI-ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**OCTOBER/NOVEMBER EXAMINATION 2016**

**COURSE CODE: MKT 833**  
**COURSE TITLE: ADVERTISING MANAGEMENT**  
**CREDIT UNIT: 3**  
**TIME ALLOWED: 2:30 hours**  
**Instructions:**

- 1. Attempt question Number one (1) and any other two (3).**
- 2. Question number 1 is compulsory and carries 25 marks, while the other questions carry 15 equal marks each**
- 3. Present all your points in coherent and orderly manner**

**QUESTION 1**

- a. "Advertising is a non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." Explain. (10 marks)**
- b. Highlight the effects of advertising on the society. (10 marks)**
- c. Differentiate between a whole campaign and large campaigns. (5 marks)**

**QUESTION 2**

- a. Discuss the regulatory and control functions of APCON. (8 marks)**
- b. Identify other laws concerned with the regulation of advertising in Nigeria. (7 marks)**

**QUESTION 3**

You work for a snack food manufacturer. A food lobby has accused your company of promoting bad diet by advertising, intensively, products that are full of empty calories and excessive fat.

Draft a reply. **(15 marks)**

**QUESTION 4**

Discuss globalization as it relates to advertising. **(15 marks)**

**QUESTION 5**

- a. Define the term media. (1 mark)**

- b.** List and explain four terminologies in media, which you have studied. **(4 marks)**
- c.** Examine the characteristics of the two types of media for communication. Explain their merits and demerits. **(10 marks)**

### **QUESTION 6**

Evaluate the planning of advertising campaign of your agency; considering

- a.** A big budget; (8 marks)
- b.** A small budget; **(7 marks)**