

**NATIONAL OPEN  
UNIVERSITY VILLAGE, PLOT  
NNAMDI AZIKIWE  
FACULTY OF SOCIAL**



**UNIVERSITY OF NIGERIA  
91 CADASTRAL ZONE  
EXPRESSWAY, JABI, ABUJA  
SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

**SEPTEMBER/OCTOBER 2016 \_2 EXAMINATION**

**COURSE CODE: MAC332**

**COURSE TITLE: ADVERTISING COPYWRITING AND LAYOUTS**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTION: ANSWER QUESTIONS ONE AND ANY OTHER TWO**

1. An advertisement delivers its messages best if it embodies some six critical components.
  - a. Enumerate and discuss the six elements of advertising.
  - b. Notwithstanding its popularity, Dangote Group of Companies still spends money on advertising. Show the reasons why it has to do so.
  - c. Explain five advertising media most used when products are meant for urban dwellers.
  - d. Discuss the following terms: advertising; advertisement; advertiser, advertising practitioner and advertising agency.(30marks)
2.
  - a. Name and explain the ten components of a print advertising copy.
  - b. State five similarities and differences each between radio jingle and billboard advertising.(20 marks)
3.
  - a. Enumerate and discuss five different classification of advertising.
  - b. With at least five examples for each, differentiate between goods and services. (20 marks)
4.
  - a. What is advertising campaign planning?
  - b. Discuss five aims of advertising campaign planning.
  - c. Explain the five factors you must consider before engaging in advertising campaign planning. (20 marks)
5.
  - a. Give and explain five kinds of newspaper.
  - b. One commentator has said that radio advertising is the best if the target audience is rural dwellers. With five elaborate points justify the statement? (20 marks)