



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

MARCH/APRIL 2014 EXAMINATION

COURSE CODE: MAC 428

COURSE TITLE: Integrated Marketing Communication

TIME ALLOWED: 2 HOURS

INSTRUCTION: Answer question one which is compulsory with any other two.

1. Osuagwu and Gbadamosi in 1998 categorized the evolution of marketing into five phases. Discuss these five phases in full.
(20 Marks)

b. Briefly discuss the concept of marketing with two of its definitions.
(10 Marks)
2. As marketing, public relations is also a managerial unit in any business organization. Discuss briefly (5 Marks)

b. What is the relationship between public relations and marketing, discuss five.
(15 Marks).
3. Discuss the evolution of Integrated Marketing Communication (10 Marks)

b. Explain briefly five reasons for the growing importance of Integrated Marketing Communication. (10 Marks)
4. Advertising is non-personal. Discuss (10 Marks)

b. Advertising has been defined in many ways. Give two definitions
(10 Marks)

5. Discuss the concept of Market Research (15 marks)
- b. Give five goals of embarking on Market Research (5 Marks)