

**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI - ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**JANUARY 2018 EXAMINATION**  
**QUESTIONS**

**COURSE CODE: MKT 833**

**CREDIT UNIT: 3**

**COURSE TITLE: ADVERTISING MANAGEMENT**

**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 equal 15 marks each**

**3. Present all your points in coherent and orderly manner**

**QUESTION 1**

Mention and explain your favourite advertising campaigns?

- a. In service industry
- b. In Fast-moving consumer goods(FMCG) (25 marks)

**QUESTION 2**

- a. Discuss the regulatory and control functions of APCON.
- b. Identify other laws concerned with the regulation of advertising in Nigeria. (15 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.
- b. List and explain four terminologies in media you have studied.
- c. Examine the characteristics of the two types of media for communication. Indicate their merits and demerits. (15 marks)

**QUESTION 6**

How would you strategically communicate to a customer that your product is better than your competition's product?