
NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
MARCH/APRIL 2017 EXAMINATION

COURSE CODE: MKT 833

CREDIT UNIT: 3

COURSE TITLE: ADVERTISING MANAGEMENT

TIME ALLOWED: 2 ½ HOURS

Instructions:

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

QUESTION 1

- a. "Advertising is a paid, mediated form of communications from an identifiable source, designed to persuade the receiver to take some action, now or in the future." Explain.
- b. How does advertising work?
- c. Differentiate between a whole campaign and large campaigns

QUESTION 2

- a. Discuss the regulatory and control functions of APCON.
- b. Identify other laws concerned with the regulation of advertising in Nigeria.

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.

QUESTION 4

Explain the term globalization as it relates to advertising.

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.

QUESTION 6

Evaluate the planning of advertising campaign of your agency; considering

- a.** A big budget;
- b.** A small budget;