



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 331

COURSE TITLE: ADVERTISING CAMPAIGN PLANNING AND EXECUTION

TIME ALLOWED: 3 HOURS

INSTRUCTION: Answer question one which is compulsory with any other three

1. Give a brief but detailed background of the broadcast industry (15 Marks)
 - b. Briefly discuss the future of radio in the modern society (10 Marks)
2. Identify and explain the components of the advertising tripod with vivid illustrations. (15 marks)
3. Discuss briefly prospects of Television (5 Marks)
 - b. Explain five demerits of Television advertising (10 Marks)
4. The Code of Advertising Practice demands four requirements for a proper Ad campaign, list and explain these four requirements (15 Marks)
5. Give a brief history of the Nigerian print media. (5 marks)
 - b. Explain in brief five strengths of the newspaper as a tool of advertising. (10 marks)
6. Discuss the structure of advertising agencies. (5 Marks)
 - b. Discuss briefly the functions of five departments in the advertising agency. (10 marks)