

**National Open University of Nigeria**

**School of Arts and Social Sciences**

**Mass Communication Programmes**

October 2016 Semester Examination

**Course: MAC 428:** Integrated Marketing Communication

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

**TIME ALLOWED:** 2 HOURS

1. a.) Discuss three reasons for setting promotional objectives. (15 Marks)

b. Briefly discuss these terms:

(i) Inside-out Planning (5Marks)

(ii) Outside-in Planning (5 Marks)

(iii) Zero-based communication planning (5Marks)

1. a. 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).

1. a.) How is advertising non-personal? (10 Marks)

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

1. a.) Discuss the evolution of Integrated Marketing Communication (10 Marks)

b. Explain briefly five reasons for the growing importance of Integrated Marketing      Communication. (10 Marks)

1. Discuss five common differences between the marketing functions (20 Marks)