

**National Open University of Nigeria**

**School of Arts and Social Sciences**

**Mass Communication Programmes**

 October 2016 Examination

**Course: MAC 427:** Economic and Social Issues in Advertising and Public Relations

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

1. a.) Discuss how consumerism operates in Nigeria bearing in mind Organizations     that are set up for this purpose. **(15 marks)**

b). Discuss five demerits of consumerism in Nigeria. **(15 marks)**

1. Adequately discuss any five objectives of the Institute of Public Relations **(20 marks)**
2. a.) Public Relations is a management function. Discuss briefly. **(10 marks)**

(b) Give five roles of Public Relations in management. **(10 marks)**

1. a.) What is a marketing mix? **(4 marks)**

(b) Discuss the four components of the marketing mix. **(16 marks)**

1. a.) Briefly discuss the term ethics and its implication to the practice of           advertising and Public Relations. **(8 marks)**

b. According to Ayozie (2011), there are constraints that impinge on free choice       by a person. Discuss three. **(12 marks)**