

**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE**

**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**

**FACULTY OF SOCIAL SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

**FEB 2018**

**COURSE CODE: MAC 428**

**COURSE TITLE: INTEGRATED MARKETING COMMUNICATIONS**

**UNIT: 2**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO.**

1. The Ps of marketing can be regarded as the guiding road map for professional marketers who must apply them as inevitable principles for effective practice in the field.
   1. Enumerate at least eight of them.
   2. With exhaustive discussion, show how five of them are applied in marketing.
   3. Name and explain at least five of the factors considered before fixing the price of a product.(7 marks)
   4. Show how and why Nigerian Bottling Company, makers of Cocoa-Cola products are adjudged to have one of the best distribution strategies in Nigeria.**(30 marks)**
2. a. What is Integrated Marketing Communications?

b. Provide and discuss the reasons for the growing importance and popularity of Integrated Marketing Communications.**(20 marks)**

3. With detailed explanation, show the similarities and distinctions between the following: Marketing and Advertising; Marketing and Public Relations, and Marketing and Sales promotion/Personal selling.**(20 marks)**

4. a. Enumerate and discuss the two main kinds of marketing research.

b. What are the objectives of marketing research?**(20 marks)**

5. Discuss the nine critical steps of marketing research.

b. Enumerate at least ten advantages of marketing research.**(20 marks)**