



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION**

**2019\_2 EXAM**

**COURSE CODE:                   MAC332**  
**COURSE TITLE:                ADVERTISING LAYOUT AND DESIGN**  
**UNIT:                                2**  
**TIME                                2hrs**

**INSTRUCTION:                ANSWER QUESTIONS ONE AND ANY OTHER TWO**

1. Evaluating a copy requires high level of professionalism to determine whether an advertisement is good to go to the target audience or not. Use this as the basis to discuss at least five (5) of the guidelines for evaluating a copy.               **(30 Marks)**
2. A copy writer has 26 alphabets, parts of speech, figures of speech, grammar rules and tenses to guide him in actualizing advertising goal. Use this as an impetus to discuss the three (3) basic forms of writing an advertising copy.               **(20 Marks)**
3. The functions of advertising vary relative to the objectives of the advertiser. Examine at least five (5) reasons why advertising is essential to the advertisers.               **(20 Marks)**
4. Explain any four (4) problems encounter in media planning by the advertisers.               **(20 Marks)**
5. Identify and discuss any five (5) of the advertising objectives and strategies. **(20 Marks)**