



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE**  
**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2020\_2 EXAMINATION ...**

**COURSE CODE:**            **MAC 331**  
**COURSE TITLE:**        **ADVERTISING CAMPAIGN PLANNING**  
                                  **AND EXECUTION**  
**UNIT:**                     **3**  
**TIME**                     **3 HOURS**  
**INSTRUCTION:**        **ANSWER ANY FOUR QUESTIONS**

1. An advertising campaign should be planned before it is executed. Give three (3) detailed reasons for this. **(17.5 Marks)**
2. Identify and explain five (5) steps in the process of an advertising programme. **(17.5 Marks)**
3. Mention and give detailed explanation of the 4Ps of marketing. **(17.5 Marks)**
4. To achieve the goal of effective services to their clients, advertising agencies are departmentally structured. Give a description of the operations of the following departments of advertising agencies. (a) Client services or 'key account' department; (b) Research department; (c) Media department; (d) Finance department; (e) Administration department. **(17.5 Marks)**
5. Its numerous merits notwithstanding, the newspaper has some disadvantages as a tool of advertising; identify and explain four (4) of such disadvantages. **(17.5 Marks)**
6. Radio has certain advantages as a tool of advertising; discuss any five of such advantages. **(17.5 Marks)**