



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_2 EXAMINATION...

COURSE CODE: MKT833

COURSE TITLE: ADVERTISING MANAGEMENT

CREDIT UNIT: 3

INSTRUCTION:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt question one (1) and any other three (3) questions; four questions in all**
- 3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.**
- 4. Present all your points in a coherent and orderly Manner**

TIME ALLOWED: 2½ Hours

Question 1

- (a) Conceptually define Integrated Marketing Communication (I.M.C) according to American Association of Advertising Agencies (A.A.A.A). **5Marks**
- (b) IMC is considered as the integrating and coordinating of a firm's message so that such message is delivered without problem using specific channels in communicating. Identify and briefly discuss such channels involved. **10Marks**
- (c) Identify and briefly explain strategic goals of marketing communication for marketing firms to communicate consistently with their target audience, there is need to be strategic. **10Marks**

Question 2

Advertising is conceptualized as a non-personal presentation and promotion of idea, goods or services by an identified sponsor. According to this definition of advertising, there is need to engage competent hand(s) to carryout advertising issues; there advertising agencies.

- (a) Explain new agency structures **7½ Marks**
- (b) The growing range of specialists **7½ Marks**

Question 3

Communication objectives are the criteria used in the DAGMAR approach to setting advertising goals and objectives, which has become one of the most influential approaches to the advertising planning process.

In view of the above;

- (a) Succinctly state Colley's rationale for communications based objectives. **5 Marks**
- (b) The stages involved in DAGMAR models. **10 Marks**

Question 4

Succinctly explain the following concepts with respect to interactive advertising

- (a) Direct response advertising **3 Marks**
- (b) Direct mail **3 Marks**
- (c) Interactive media **3 Marks**
- (d) The internet **3 Marks**
- (e) Telemarketing **3 Marks**

Question 5

- (a) Define media, media planning, media objectives, media strategy, and coverage.

7 Marks

- (b) Outline major advantages and disadvantages of radio and newspaper **8 Marks**

Question 6

It is sometimes difficult to measure the effect of advertising on business sales. Advertising is just one of the variables that affects sales, advertising expenditures varies from business to business. However, there are many methods that can be used to set advertising budget. List six (6) and explain three of such advertising budget methods. **15 Marks**