



NATIONAL OPEN UNIVERSITY OF NIGERIA

UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE

NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA

FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF MASS COMMUNICATION

2022_1 EXAMINATION

COURSE CODE: MAC 331
COURSE TITLE: ADVERTISING CAMPAIGN EXECUTION
UNITS: 3
TIME ALLOWED: 3 HOURS
INTSTRUCTION: ANSWER ANY FOUR QUESTIONS.
ALL QUESTIONS CARRY EQUAL MARKS

1. Define advertising evaluation. Why do practitioners insist on post-campaign evaluation? **(17.5marks)**
2. Advertising stands on a 'three legged stool' Explain this advertising expression. Mention and explain the components of the legs of the stool? **(17.5marks)**
3. How is APCON supported to perform their functions? List and explain four (4) professional bodies that support APCON in their functions **(17.5marks)**
4. The newspaper is a platform for advertisement. Mention and explain 4 strengths and 3 weaknesses of newspaper as tool for this role. **(17.5marks)**
5. Enumerate five (4) merits and demerits each of billboards as a medium of advertising. Discuss three of each. **(17.5marks)**