



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_1 POP EXAMINATION.

COURSE CODE: MAC 427
COURSE TITLE: ECONOMIC AND SOCIAL ISSUES IN ADVERTISING
AND PUBLIC RELATIONS
UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER ANY THREE QUESTIONS ONLY.
ALL QUESTIONS CARRY EQUAL MARKS.

1. Advertising is socially and economically important in the society. Enumerate and discuss with four (4) points the social and economic roles of advertising in Nigeria **(23.5 Marks)**
2. Every advertising campaign passes through different stages. List and explain five (5) common stages applicable to an advertising campaign. **(23.5 Marks)**
3. Many reasons can be adduced for the rise of consumerism. Enumerate and explain four (4) reasons for the rise of consumerism in this country. **(23.5 Marks)**
4. There are key features with which one can identify Public Relations. Identify and discuss any four (4) of them. **(23.5 Marks)**