



**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 428
COURSE TITLE: INTEGRATED MARKETING COMMUNICATIONS
UNITS: 2
TIME: 2 HOURS
**INSTRUCTION: ANSWER ANY THREE QUESTIONS ONLY. ALL
QUESTIONS CARRY EQUAL MARKS.**

1. Marketing has evolved over the years to what it is today. Describe the evolutionary phases of marketing in line with the above statement. **(23.5 Marks)**
2. Efforts to achieve marketing goals must be pursued with good mix of the marketing elements. With your knowledge of the Ps in marketing, discuss five of these elements and their relationship. **(23.5 Marks)**
3. Name and discuss four (4) reasons for the growing importance of Integrated Marketing Communication (IMC). **(23.5 Marks)**
4. What do you understand by: (i) market research; (ii) marketing research? **(23.5 Marks)**