



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_2 EXAMINATIONS

COURSE CODE: MAC 332

COURSE TITLE: ADVERTISING LAYOUTS AND DESIGN

UNIT: 3

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

TIME: 3 HOURS

1. With relevant examples discuss five functions of advertising in a contemporary society (**17 1/2 marks**).
2. Research is an important tool of advertising. Discuss the various steps in conducting an advertising research (**17 1/2 marks**).
3. Advertising can be categorised according to reach and geographical coverage. With relevant examples, list and explain four of these categories (**17 1/2 marks**).
4. Advertising copy is the sum of all the elements of a creative work. List and explain five elements of an advertising copy (**17 1/2 marks**).
5. An objective of advertising campaign varies in line with the function of advertising. Discuss the five objectives of advertising campaign (**17 1/2 marks**).