



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

1. The movement for the protection of consumers faces many problem. Enumerate and discuss six challenges faced by consumerism in Nigeria. **(23 ½ Marks)**
2. Advertising and Public Relations are good for promoting business, but they can also be harmful to the society. With four (4) points, discuss the dimensions of harmful effects of advertising and public relations in Nigeria. **(23 ½ Marks)**
3. Many professions around the world face the challenge of good ethical conduct. In what five (5) ways can ethical conduct in Advertising and Public Relations be improved in Nigeria? **(23 ½ Marks)**
4. Justify with five (5) points the rationale for social responsibility of organisations in Nigeria. **(23 ½ Marks)**