



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_2 EXAMINATIONS

COURSE CODE: MKT 833

COURSE TITLE: ADVERTISING MANAGEMENT

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question one (1) and any other three (3) questions; four questions in all

3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.

4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½ Hours

1. (a) Evaluate the Planning of an Advertising Campaign. (10 Marks)

(b) Write Short notes on (i) Globalization and (ii) Advertising and Children. (15 Marks)

2. Explain brief history of APCON and discuss the regulatory and control functions of APCON. (15 Marks)

3. Give an extensive explanation to the Concept of Integrated Marketing Communication and its Channels. (15 Marks)

4. Discuss the basic questions that are fundamental to the evaluation of adverts in general and write short notes on Advertising Management. (15 Marks)

5. Discuss the Effects of Advertising on the Society and Write short notes on Origin and Development of Advertising in Nigeria. (15 Marks)