



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
SEPTEMBER, 2020_1**

COURSE CODE: MAC 331
**COURSE TITLE: ADVERTISING CAMPAIGN PLANNING AND
EXECUTION**
UNIT: 3
TIME: 3HHRS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. Advance five factors that justify insistence that every advertising campaign should be properly planned before its execution in Nigeria. **(17¹/₂ Marks)**
2. Discuss seven processes of advertising and its relevance to advertising agencies in Nigeria. **(17¹/₂ Marks)**
3. Examine four components of the marketing mix and its usefulness to planning in advertising. **(17¹/₂ Marks)**
4. Evaluate five functions of APCON and its significance to advertising in Nigeria. **(17¹/₂ Marks)**
5. Provide four weaknesses of the newspapers in advertising and how it affects the consumer. **(17¹/₂ Marks)**
6. Outline seven merits of billboard as an instrument of advertising. **(17¹/₂ Marks)**

