



**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 332**

**COURSE TITLE: ADVERTISING COPY AND LAYOUT**

**UNITS: 2**

**TIME: 2 HOURS**

**INSTRUCTION: ANSWER ANY THREE QUESTIONS.**

1. What is advertising? b. Provide a precise description of human communication in relation to advertising. **(30Marks)**
  
2. Explain how advertisement can be classified into types. **(20Marks)**
  
3. A copy writer must answer at least four questions when producing an advertising copy. Identify and discuss the four questions. **(20 Marks)**
  
- 4.a .Ucheanya indentifies at least ten (10) decisions that a creative writer could take. What are these decisions?  
b.. Identify and explain six (6) objectives of an advertising campaign. **(20Marks)**
  
5. a.What is an advertising copy? b. John-Kamen has come up with five principles for preparing an effective advertising copy. Identify and explain these five principles. **(20 Marks)**