



**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 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 MARK

1. Consumerism activities have not been able to stop sharp practices and marketing abuses targeted at the consumers in Nigeria due to certain factors militating against effective consumerism. Discuss these factors militating against effective consumerism (**23¹/₃ Marks**)
2. Deception is a key issue in advertising and public relations. State and explain five areas of possible deception (**23¹/₃ Marks**)
3. Exhaustively explain four guiding principles of good advertising as canvassed by APCON (**23¹/₃ Marks**)
4. Identify and discuss five categories of social responsibility in advertising and public relations(**23¹/₃ Marks**)
5. Public relations profession is faced with a lot of challenges. As a professional, discuss five of these challenges (**23¹/₃ Marks**)