



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_1 EXAMINATION...**

COURSE CODE: MAC 427

**COURSE TITLE: ECONOMICS AND SOCIAL ISSUES IN PUBLIC
RELATIONS AND ADVERTISING**

CREDIT UNITS: 2

TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

- 1 a. Give and discuss five goals of Consumer Protection Association of Nigeria. **(15 marks)**
b. Some problems face consumerism in Nigeria. Enumerate and discuss them.? **(15 marks)**

- 2a. Mention and discuss the classifications and functions of advertising. **(10 marks)**
b. Explain the roles of advertising in the society. **(10 marks)**

3. In details, discuss some ten of the challenges facing public relations in Nigeria. **(20 marks)**

4. What is marketing mix? Discuss this in detail alongside its components. **(10 marks)**
b. Discuss four elements of the promotion mix. **(10 marks)**

5. Certain Social Responsibility (SR) are required of practitioners of advertising public relations practitioners. What are they and how useful are these to the effective discharge of the functions? **(20 marks)**