



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2025_1 EXAMINATION

COURSE CODE: MKT833

COURSE TITLE: Advertising Management

CREDIT UNIT: 3 Unit

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: 2½Hours

Question 1. Discuss extensively the ethical implications of advertising practices, particularly in relation to vulnerable populations such as children and the elderly. (25 Marks)

Question: 2. Critically analyze the relationship between advertising and society, focusing on both the positive and negative impacts of advertising. (15 Marks)

Question: 3. Discuss extensively the challenges and strategies involved in globalization and advertising. (15 Marks)

Question: 4. Critically evaluate the ethical considerations in advertising and the role of self-regulation in maintaining ethical standards. (15 Marks)

Question: 5. Define the role of legal issues in advertising and discuss why it is important for advertisers to comply with legal regulations. (15 Marks)