



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE**  
**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2020\_2 EXAMINATION ...**

**COURSE CODE:** MAC332  
**COURSE TITLE:** ADVERTISING COPY WRITING AND LAYOUT  
**UNIT:** 2  
**TIME:** 2hrs

**INSTRUCTION:** ANSWER ANY THREE QUESTIONS

1. Examine seven marketing communication tools of advertising, stating their effectiveness in the promotion of goods and services in Nigeria. **(23<sup>1</sup>/<sub>2</sub> Marks)**
2. Discuss seven components of advertising and their importance to the advertisement company in Nigeria. **(23<sup>1</sup>/<sub>2</sub> Marks)**
3. Arens (1999) and Anyacho (2002) have classified advert into four groups. Based on these classifications, state and explain those four types of advert and their relevance to both the advertiser and the target audience. **(23<sup>1</sup>/<sub>2</sub> Marks)**
4. Mention four classification of advertisers and vividly describe their Modus Operandi in their basic areas of coverage. **(23<sup>1</sup>/<sub>2</sub> Marks)**
5. Examine four questions that must be asked before displaying an advertisement copy. **(23<sup>1</sup>/<sub>2</sub> Marks)**