



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: MAC 424
COURSE TITLE: INTERNATIONAL ADVERTISING AND PROPAGANDA
UNIT: 3
INSTRUCTION: ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS

1. Expatriate your understanding of Global Advertising. List and briefly explain six features of global advertising. **(17 ½ marks)**
2. There are several reasons why advertising is such an important part of many international marketers' promotional mix. Identify and detail seven key importance of International Advertising. **(17 ½ marks)**
3. (a) Highlight the seven roles of advertising and promotion in marketing mix.
(b) Discuss five roles and relevance of advertising and promotion in the global society. **(17 ½ marks)**
4. (a) Expatriate the meaning of propaganda. (b) List and discuss three advantages and three disadvantages involved in the use of propaganda. **(17 ½ marks)**
5. (a) Enumerate seven principles on which propaganda was built. (b) Identify and briefly explain three characteristics of propaganda. **(17 ½ marks)**
6. (a) Expatriate on four situations where propaganda can be used. As a means of winning support for a cause, a policy, opinion, belief or greed. (b) Identify and discuss four functions of propaganda. **(17 ½ marks)**

