

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:	MAC428
COURSE TITLE:	INTEGRATED MARKETING COMMUNICATIONS
UNITS:	2
TIME:	2 HOURS
INSTRUCTION:	ANSWER QUESTION ONE AND ANY OTHER TWO
	QUESTIONS.

- Identify any three of the management functions and discuss the relationship of each to the marketing function. (30 Marks)
- Examine the first four Ps of Marketing as essential parts of marketing strategies. (20 Marks)
- Examine five (5) reasons why the development of Integrated Marketing Communication (IMC) is essential in marketing communication strategy. (20 Marks)
- **4.** Examine four (4) reasons why advertising is most often the first to be considered among promotional mixes by many marketers. (**20 Marks**)
- Identify and discuss the five major steps involved in conducting marketing research. (20 Marks)