

**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**JUNE/JULY 2013 EXAMINATION**

**COURSE CODE: MAC 427**

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

**TIME ALLOWED:2HRS**

**INSTRUCTIONS: ANSWER QUESTION ONE WHICH IS COMPULSORY WITH ANY OTHER TWO.**

1. Amongst the various roles of advertising, it plays an economic role. Discuss **five** of these roles. **(15 marks)**

(b) List and explain **five** types of advertising. **(15 marks)**

1. List and explain **five** stages of an advertising campaign. **(20 marks)**
2. Public Relations is a management function. Discuss briefly. **(10 marks)**

(b) Give **five** roles of Public Relations in management. **(10 marks)**

1. What is a marketing mix? **(4 marks)**

(b) Discuss the **four** components of the marketing mix. **(16 marks)**

1. Discuss in full the concept of Press Relations. **(10 marks)**

(b) Give a detailed explanation of “Letters to the Editor” **(10 marks)**