

NATIONAL OPEN UNIVERSITY OF NIGERIA FACULTY OF SOCIAL SCIENCES DEPARTMENT OF MASS COMMUNICATION 2021 2 EXAMINATION

COURSE CODE: MAC 332

COURSE TITLE: ADVERTISING COPY AND LAYOUT

UNITS: 2

TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

QUESTIONS.

1. (a) What is an advertising copy?

(b) Identify and explain five (5) functions of advertising.

- (c) A small business owner who does not have a large advertising budget can make the most of limited advertising funds by establishing clear advertising objectives, such can also make use of low-cost but effective advertising strategies. Suggest five (5) possible objectives and strategies suitable for the business. (30 Marks)
- 2. Explain seven (7) guidelines that are important in evaluating an advertising copy output. (20 marks)
- 3. (a) Give five (5) advantages of newspaper advertising.
 - (b) Ucheanya states the various stages of preparing advertising materials for the mass media. Explain five (5) of these stages. (20 marks)
- **4.** Identify and explain five important criteria for considering planning an advertising campaign. (**20 marks**)
- 5. John-Kamen has come up with five (5) principles to consider in preparing a good advertising copy. Identify and clearly explain these five principles.