



- What is an advertising copy?
 - Identify and explain five (5) functions of advertising.
 - 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 as can also make use of low-cost but effective advertising strategies. Suggest five (5) possible objectives and strategies suitable for the business. **(30 Marks)**
- Explain seven (7) guidelines that are important in evaluating an advertising copy output. **(20 marks)**
- Give five (5) advantages of newspaper advertising.
 - Ucheanya states the various stages of preparing advertising materials for the mass media. Explain five (5) of these stages. **(20 marks)**
- Identify and explain five important criteria for considering planning an advertising campaign. **(20 marks)**
- John-Kamen has come up with five (5) principles to consider in preparing a good advertising copy. Identify and clearly explain these five principles.