



BOWEN UNIVERSITY

COLLEGE OF COMPUTING AND COMMUNICATION STUDIES

MASS COMMUNICATION PROGRAMME

2022/2023 SESSION

SECOND SEMESTER EXAMINATION QUESTIONS

Course Title: Advertising and Public Relations Research

Course Code: MAS 316

Course Unit: 2

Instruction: *Answer question one and any other two*

Duration: 2 hours

1. Write explanatory notes on the process of copy testing. *(30 marks)*
2. Discuss the five areas of research interest in advertising according to Ozoh (1998). *(20 marks)*
3. Some notable scholars have categorized Public Relations Research into five distinctive types. Explain them. *(20 marks)*
4. Explain the centrality of media research in Advertising. *(20 marks)*
5. What do you understand by Public Relations Research? *(20 marks)*