



BOWEN UNIVERSITY, IWO

COLLEGE OF COMPUTING AND COMMUNICATION STUDIES

MASS COMMUNICATION PROGRAMME

FIRST SEMESTER 2023/2024 EXAMINATION

COURSE TITLE: INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS

COURSE CODE: MAS 215

COURSE UNIT(S): 2

DURATION: 2 HOURS

INSTRUCTION: ANSWER THREE QUESTIONS IN ALL. QUESTION ONE IS COMPULSORY.

1. Highlight Ten major qualities of a good public relations practitioner **{10 marks}**
- 1b. Identify ten major objectives of Advertising **{10 marks}**
- 1c. With the aid of a definition well traced to an authority or an institution, thoroughly examine the recurrent elements of Advertising. **{10 marks}**
2. Briefly discuss Ten branches of public relations. **{20 marks}**
3. Discuss the classification of advertising **{20 marks}**
4. Enumerate Ten economic roles and benefits of advertising **{10 marks}**
- 4b. Discuss the importance of research in public relations management **{10 marks}**
5. Briefly discuss the following:
 - a. Publicity **{5 Marks}**
 - b. Unique Selling Proposition (USP) **{5 Marks}**
 - c. Stakeholder **{5 Marks}**
 - d. Media objectives should always be *SMART* **{5 Marks}**