



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
MASS COMMUNICATION PROGRAMME
FIRST SEMESTER 2023/2024 EXAMINATION

COURSE TITLE: INTRODUCTION TO ADVERTISING

COURSE CODE: MAS 103

COURSE UNIT(S): 2

DURATION: 2 HOURS

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

1. With the aid of a definition well traced to an authority or an institution, thoroughly examine the recurrent element of Advertising. **{10 marks}**
- 1b. Identify ten major objectives of Advertising **{10 marks}**
- 1c. What are the requirements of a media plan? **{10 marks}**
2. Identify Five differences and Five similarities between Advertising and Publicity **{10 marks}**
- 2b. Enumerate 10 functions/responsibilities of the advertising manager **{10 marks}**
3. Discuss the active participants in the advertising process **{20 marks}**
4. Discuss some ethical criticisms of Advertising **{20 marks}**
5. Briefly discuss the following:
 - a. Public relations **{5 marks}**
 - b. Lobbying **{5 marks}**
 - c. Propaganda **{5 marks}**
 - d. Marketing **{5 marks}**