



BOWEN UNIVERSITY
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
MASS COMMUNICATION PROGRAMME
2023/2024 SESSION

FIRST SEMESTER EXAMINATION QUESTIONS

Course Title: ORGANISATION &MGT OF ADVERT /PR AGENCY

Course Code: MAS 435

Course Unit: 2

Instruction: *Answer question one and any other two*

Duration: 2 hours

1. As the CEO of DEBBY NIGERIA LIMITED, your company requires the services of a PR consultant, please explain to the hiring team the procedure in contracting a competent firm for the assignment. (30 marks)

- 2 a. Explain extensively the issues that are fundamental in starting your own advertising agency.
(15 marks)
- b. List and discuss five objectives of advertising (5 marks)

3. An organization is at liberty to engage the services of PR consultant or operate an in-house PR unit. State in details the pros and cons of engaging a consultant. (20 marks)

4. Discuss four indispensable departments in an advertising agency (20 marks)

5. List and expound ten functions of a PR consultant. (20 marks)