



ELIZADE UNIVERSITY,
ILARA-MOKIN,
ONDO STATE

FACULTY: HUMANITIES, SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION

COURSE CODE: MAC 413

COURSE TITLE: CASE STUDIES IN ADVERTISING

DURATION: 2½ HOURS

CREDIT UNIT: 2

INSTRUCTIONS TO CANDIDATES:

- (a) Answer THREE questions in all. Question ONE is compulsory.
- (b) Candidates must write their matriculation numbers clearly in the space(s) provided. Where additional sheets of paper are used, each page should carry your matriculation number.
- (c) All Questions carry equal marks
- (d) All answers must be clearly and correctly numbered
- (e) Write legibly on both sides of the page. Rough work (if any) must be crossed out neatly after use.

- 1) Sunshine Essentials Limited and Oasis Creams are body creams and hair products manufacturing companies. Recently, Oasis Creams placed an advertisement with a caption "rebuilds damaged hair back to life". The caption is followed by the phrase "New Ceramides Sunsilk extra treatment hair cream, the breakthrough in the hair repair". Sunshine Essentials Limited has sued Oasis Creams because of these claims.
 - a. Is it right for Sunshine Essentials Limited to sue Oasis Creams? Justify your stand. (5marks)
 - b. How will you caption this case? Give your reasons. (10marks)
 - c. Analyse the case with reference to Procter & Gamble (P & G) and Hindustan Lever Limited (HILL) (15marks)
- 2) As an expert in Advertising field, you have been asked to critically evaluate the advertisement of Mimie Noodles and bring up a case against the brand. Briefly discuss how to go about it. (15marks)
- 3) Your Advertising Agency has been described as one of the best in Nigeria. As a result, two competitive brands are asking you to take up their advertising campaigns. Will you advise your agency to take up the jobs? State your reasons. (15marks)
- 4) An advertising agency may be liable for a deceptive advertisement. Elucidate (15marks)
- 5) Case studies in Advertising is said to be a necessity course. Do you agree? Kindly support your stand with relevant points. (15marks)