



**BOWEN UNIVERSITY**

**COLLEGE OF COMPUTING AND COMMUNICATION STUDIES**

**MASS COMMUNICATION PROGRAMME**

**2022/2023 SESSION**

**SECOND SEMESTER EXAMINATION**

**Course Title: Account Management in Advertising**

**Course Code: MAS 454**

**Course Unit: 2**

**Instruction: Answer question one and any other two**

**Duration: 2 hours**

- 1 (a) Develop a creative brief for DEBBIE WHITENING TOOTHPASTE. The brief should not be more than one page. (15 marks)
- (b) Calculate the cost per thousand (CPM) for a daily newspaper that has 500,000 subscribers and charges N600,000.00 for a full page colour advertisement. (15 marks)
2. Management structures in advertising agencies are either centralized or decentralized. With the aid of a diagram explain both structures. (20 marks)
3. Identify and discuss the work activities and major sources of skills in today's advertising client's services department. (20 marks)
4. There is a relationship between account management and salesperson. Discuss the relationship in details. (20 marks)
5. Discuss the various stages in the client – agency relationship and the four Cs factor that can affect the relationship. (20 marks).