



SCHOOL OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DPR2301 PRINCIPLES OF COPYWRITING**
 Semester & Year : January-April 2016
 Lecturer/Examiner : Dr. Mohd Amir Mat Omar
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (20 marks) : TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (40 marks) : Answer all FOUR (4) structured-type questions. Answers are to be written in the Answer Booklet provided.**
 - PART C (40 marks) : Answer all TWO (2) essay and scenario-based questions. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 7 (Including the cover page)

PART B

: SHORT ANSWER QUESTIONS (40 marks)

INSTRUCTION(S)

: There are FOUR (4) short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

List **FIVE (5)** functions of advertising headlines. Explain each function respectively. (10 marks)

Question 2

List **FIVE (5)** strengths of using television as an advertisement channel. Explain each strength respectively. (10 marks)

Question 3

Producing advertisements may entail a few important elements. List **FIVE (5)** of the elements and elaborate each element respectively. (10 marks)

Question 4

Corporate advertising is an extension of a Public Relations function. Explain **FIVE (5)** objectives of corporate advertising when put in use. (10 marks)

END OF PART B

PART C
INSTRUCTION(S)

: ESSAY & SCENARIO-BASED QUESTIONS (40 marks)

: There are TWO (2) essay and scenario-based questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Explain the strength and weaknesses of using radio as an advertisement channel. Furthermore, describe how attention can be gained through radio advertisements.

(20 marks)

Question 2

Prepare a magazine advertisement for Nike Air Max Ultimate (running shoes) using the information provided in this paragraph. The advertisement must include both clear copy elements and visuals. Nike Air Max provides the ultimate in impact protection by reducing shock and distributing pressure in order to provide runners with absolute comfort and stability.

The print ad must be able to target adults who are into running, jogging or walking as a form of exercise through usage of both words and pictures and not words alone. Since Nike is already an established brand, help the reader to remember the style, comfort and stability Nike shoes have brought through its previous line of products and at the same time attempting to generate interests from people who have not tried them before.

(20 marks)



END OF EXAM PAPER