



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 : May-August 2016
Lecturer/Examiner : Dr. Mohd Amir Mat Omar
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (20 marks) : TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (80 marks) : Answer all EIGHT (8) short answer 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.

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 = 5 (Including the cover page)

**PART B
INSTRUCTION(S)**

: SHORT ANSWER QUESTIONS (80 marks)

: There are EIGHT (8) short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Using examples, explain the meaning of each of the following terms:

- a. Copywriting
- b. Product Knowledge
- c. Brand Loyalty
- d. Copy Platform
- e. Audience

(10 marks)

Question 2

Explain FIVE (5) strengths of using radio as an advertisement channel.

(10 marks)

Question 3

List FIVE (5) characteristics of Lay Audiences. Explain each characteristic respectively.

(10 marks)

Question 4

Describe and illustrate FIVE (5) types of camera shots that are commonly used in TV production.

(10 marks)

Question 5

Explain the elements required in order for direct mail to be read with interest by the target audience.

(10 marks)

Question 6

List FIVE (5) items to avoid when designing print advertisements. Explain each item respectively.

(10 marks)

Question 7

Describe FIVE (5) principles of advertisement design. Explain each principle respectively.

(10 marks)

Question 8

Explain FIVE (5) objectives of producing corporate advertisements.

(10 marks)

END OF EXAM PAPER