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*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

**SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND MASS  
COMMUNICATION**

**COURSE CODE: JMC 323**

**COURSE TITLE: COPYWRITING**

**DATE: 24<sup>TH</sup> NOVEMBER 2022**

**TIME: ~~11:00AM - 1:00PM~~ 8:00**

### **INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and Any other **TWO** Questions

**DURATION: 2 Hours**

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes ZERO tolerance to examination cheating

**QUESTION ONE - COMPULSRY (20 MARKS)**

- a) Define the following concepts used in copywriting:
- i. Copywriting. (2 marks)
  - ii. Body copy (2 marks)
  - iii. Caption (2 marks)
  - iv. Slogan (2 marks)
  - v. Call-out (2 marks)
- b) Discuss the **FOUR** stages of the Product Life Cycle Model of advertising. (8 marks)
- c) State **TWO** characteristics of a good copy. (2 marks)
- d) Outline **FIVE** objectives of corporate advertising. (10 marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss the **FIVE** logical steps followed in the advertising process. (10 marks)
- b) Discuss **FIVE** critical skills that every copywriter should possess. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss **FIVE** strategies for writing good headlines for a copy. (10 marks)
- b) Discuss **FIVE** ethical issues in advertising. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Outline the **FIVE** steps used in the process of message design in copywriting. (10 marks)
- b) Highlight **FIVE** roles of a copyeditor. (10 marks)

**QUESTION FIVE (20 MARKS)**

Your university has just launched a Diploma program in Journalism. Write an advert that will run on the university's website informing the public about this new course and encouraging applicants to register. Capture all the important information that prospective students may want to know before enrolling for the course.