



MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATIONS

FOR THE DIPLOMA

IN

PUBLIC RELATIONS AND CREATIVE ADVERTISING,

COURSE CODE: DPA 112

COURSE TITLE: INTRODUCTION TO COPYWRITING

DATE: 04/08/2022 TIME: 2.00 PM-4.00 PM

INSTRUCTIONS

Attempt question ONE and any other TWO questions

TIME 2 Hrs

QUESTION ONE

- a) Draw a copy layout for an advert of a product of your choice.(10 marks)
- b) Using the layout drawn in (a) above develop an advertising copy. (15 marks)
- c) Explain features of a good advertising copy layout .(5marks)

QUESTION TWO

In not more than one page, present a poster layout advert for Masinde Muliro University of Science and Technology (20 marks)

QUESTION THREE

- a) What are the key features of any radio commercial? (10 marks)
- b) A client from Bidco Oils Limited desires to advertise one of its cooking oil brands on radio. Using the above features, write a one page script suitable for radio (10 marks)

QUESTION FOUR

Explain any six key elements of any advertising copy (20 marks)

QUESTION FIVE

Explain any five stylistic features used in writing an advertising copy

(20 marks)