



**FreeExams.co.ke**

**UNIVERSITY EXAMINATIONS**

**2022/2023 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: COPYRIGHTING**

**DATE: 15<sup>TH</sup> AUGUST, 2023**

**TIME: 8.00 - 10.00AM**

---

**INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to well-articulated and example-based answers.

**TIME: 2 Hours**

**QUESTION ONE - COMPULSORY (30 MARKS)**

- a) What is copywriting? (2 marks)
- b) Copies may appear in different forms. State these three forms. (3 marks)
- c) Differentiate the term copyright from copywriting. (4 marks)
- d) Discuss **FOUR** factors to consider when writing a copy for radio in order to make it more effective. (8 marks)
- e) All copies should abide by the 7Cs of communication. Outline the **7Cs** of communication as they relate to copywriting. (7 marks)
- f) Discuss reasons why it is important to do some research before writing a copy for an advertisement. (6 marks)

**QUESTION TWO (20 MARKS)**

- a) Describe the basic tenets of any **FIVE** models of advertising. (10 marks)
- b) Discuss **FIVE** roles of a professional copywriter. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss any **FIVE** elements of copywriting that should be included in a copy. (10 marks)
- b) Explain **FIVE** ethical issues in advertising that a copywriter should consider. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Highlight **FIVE** different types of media that can be used to advertise a new course launched by a local public university. (10 marks)
- b) Outline **FIVE** steps used in the process designing a message for a copy. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Copywriting is the language of advertising. Explain **FIVE** qualities of a good advertising copy. (10 marks)
- b) Compare and contrast writing copies for print media versus writing copies for online media. (10 marks)