



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF PUBLISHING STUDIES

COPYWRITING

IPU 1221

Part II Second Semester Examination Paper

February 2025

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Miss P. Nkomazana

INSTRUCTIONS TO CANDIDATES

1. Answer **question 1** and **any other 3** questions.
2. All questions carry **25** marks.
3. Importance is attached to accuracy, clarity of expression and legible handwriting.

MARK ALLOCATION

| QUESTION | MARKS |
|----------|-------|
| 1. | 25 |
| 2. | 25 |
| 3. | 25 |
| 4. | 25 |
| 5. | 25 |
| 6. | 25 |

1. Citing relevant examples, explain the following aspects of writing style:
 - a. Mood [5 marks]
 - b. Medium [5 marks]
 - c. Audience [5 marks]
 - d. Vocabulary [5 marks]
 - e. Grammar [5 marks][Total 25 marks]
2. State and explain the core skills of a copywriter. [25 marks]
3. Discuss **any 5** elements of copywriting, explaining their importance and use. [25 marks]
4. Demonstrate your knowledge of the main guidelines for writing for the web. [25 marks]
5. Discuss the **six (6)** principles of persuasion as outlined by Robert Cialdini, bringing out how they relate to copywriting. [25 marks]
6. "A good copywriter must know how to write engaging and persuasive copy." Discuss the main characteristics of a good copy citing relevant examples. [25 marks]

END OF PAPER