

UNIVERSITI SAINS MALAYSIA  
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination  
Academic Session 2005/2006

November 2005

**YBP 325 – Creative Communication Production**  
*Penerbitan Komunikasi Kreatif*

Duration: 2 hours

*Masa: 2 jam*

This examination paper consists of **THREE (3)** pages of printed materials.  
*Kertas peperiksaan ini mengandungi TIGA (3) muka surat yang bercetak.*

Answer **TWO (2)** questions.

*Jawab DUA (2) soalan.*

Each question carries 100 marks.

*Sumbangan markah tiap-tiap soalan ialah 100 markah.*

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1. Strategic Extension Campaign is more skewed towards agricultural campaign needs, however, if we were to probe further, it can also be applied to campaigns of other nature. What is your stand regarding this statement?

*Kaedah yang terdapat di dalam Strategic Extension Campaign, sekiranya diamati secara terperinci boleh juga digunakan untuk pengendalian kempen yang tidak menjurus kepada kehendak sektor pertanian. Nyatakan pendekatan anda mengenai kenyataan ini.*

2. Explain why should campaigners pretest all communication materials prior to sending them for printing and production?

*Terangkan secara terperinci kenapa pengamal kempen membuat praujian untuk penerbitan.*

3. Based on your observation of a local social campaign, suggest improvements that might be made to the content and media so as to increase its credibility.

*Berdasarkan pemerhatian anda tentang mana-mana satu kempen sosial beri cadangan bagaimana penambahbaikan dapat diutarakan terhadap bahan dan media untuk meningkatkan kredibilitinya.*

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4. Why should audience be an essential consideration before designing the print and non-print communication materials?

*Kenapakah khalayak merupakan satu agenda penting yang mesti diambil kira dalam proses penerbitan dan pembikinan bahan komunikasi bercetak dan elektronik?*

5. A campaign's communication materials will have to be consistent in look and feel and give the same message what the campaign stands for. Provide your answer, citing likely areas that can ensure consistency is achieved in all campaign's communications and publications.

*Kesemua bahan komunikasi bercetak dan elektronik mestilah dapat menyampaikan mesej sesuatu kempen dengan tepat, padat dan konsisten. Huraikan dalam jawapan anda aspek-aspek yang perlu diambil kira.*

6. Planning can make or break a campaign. Explain why this is so according to your judgement.

*Perancangan boleh menjayakan atau menggagalkan sesuatu kempen. Huraikan kenyataan ini mengikut pandangan anda.*

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