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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2015/2016**

COURSE NAME : PACKAGING PRINTING AND LABELING

COURSE CODE : BNK 40403

PROGRAMME : 4 BNK

EXAMINATION DATE : DECEMBER 2015 / JANUARY 2016

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF FIVE (5) PAGES

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- Q1** (a) Describe the definition of the package printing and explain the factors of package printing involved. (4 marks)
- (b) Differentiate between package printing and publication printing. (6 marks)
- (c) Printing and labeling as "silent salesman" in the product packaging. From the statement, analyze how considerations such as product design, create label and affective printing process can give value added to strategic marketing in your business. (15 marks)
- Q2** (a) Discuss the purpose of package labelling. (4 marks)
- (b) Propose the item that will be consideration for the package label development. (8 marks)
- (c) **FIGURE Q2(c)** shows the required labelling information printed at the package of product. List **THIRTEEN (13)** labelling information based on the numeric given. (13 marks)
- Q3** (a) Illustrate the process of printing machine below: (12 marks)
- (i) Flexographic Offset Printing
 - (ii) Letterpress printing
 - (iii) Electrostatics and laser printing
- (b) Differentiate between digital and conventional printing production workflow based on the activities of the design concept to product distribution. (13 marks)

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- Q4** (a) **FIGURE Q4(a)** and **FIGURE Q4(b)** show the barcode symbology is widely used in packaging applications for document tracking, input-output data, the identity of goods, price, date, time control, security access and so on. Analyze all the number display at the barcodes below:
- (i) The Universal Product Code (UPC) (6 marks)
- (ii) The International Standard Serial Number (ISSN) (6 marks)
- (b) The final digit of a UPC number is used to minimize mistakes made by barcode scanners. Calculate the check code use an algebraic equation the final digit UPC number of barcodes is 43938200039. (13 marks)

- END OF QUESTION -

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Low Fat

Breakfast Cereals

Mango, Walnut and Royal Jelly

Low fat breakfast cereals contains mango pieces, walnuts and royal jelly

3 Nutrition Information
 Serving per package: (insert number of servings)
 Serving size: g (or mL or other units as appropriate)

	Qty per Serving	Qty per 100g (or ml)
Energy	kJ (Cal)	kJ (Cal)
Protein	g	g
Total fat	g	g
Saturated fat	g	g
Carbohydrate	g	g
Sugar	g	g
Sodium	mg (mmol)	mg (mmol)
(insert any other nutrient or biologically active substance to be declared)	g, mg, ug (or other units as appropriate)	g, mg, ug (or other units as appropriate)

INGREDIENTS:
 Whole grain wheat, corn, rolled oats, palm oil, aspartame, mango pieces (mango, mango juice, humectant (glycerol), tartrazine, natural mango flavour), royal jelly, walnuts, minerals (Calcium carbonate, iron sulphate), vitamins (Vitamin C, Vitamin B6, Folic acid, Vitamin B12) and spices.

PHENYLKETONURICS:
 CONTAINS PHENYLALANINE

WARNING - THE PRODUCT MAY NOT BE SUITABLE FOR ASTHMA ALLERGY SUFFERERS.

USE BY: 01/12/2010

NET WEIGHT: 500g

Manufactured By:
 Brand Food Pte Ltd
 18 Food Safety Road
 Singapore 123456
 Product of Singapore

FIGURE Q2(c)

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FIGURE Q4a(i)



FIGURE Q4a(ii)

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