

## 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

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:
  - (i) Flexographic Offset Printing
  - (ii) Letterpress printing
  - (iii) Electrostatics and laser printing

(12 marks)

(b) Differentiate between digital and conventional printing production workflow based on the activities of the design concept to product distribution.

(13 marks)

- 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 -

#### FINAL EXAMINATION

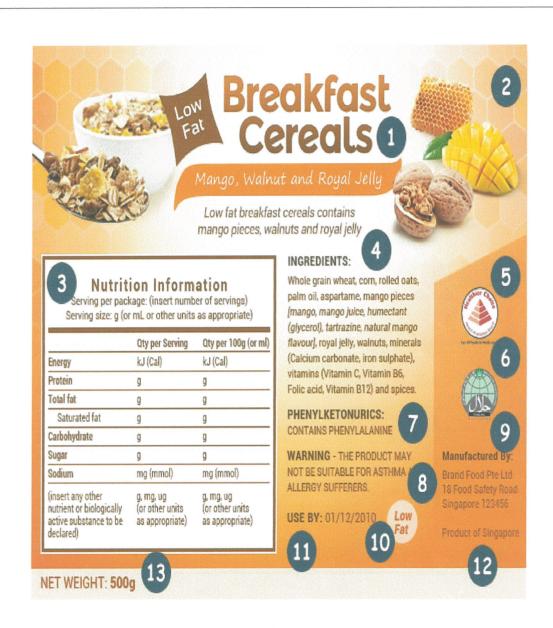
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#### FIGURE Q2(c)

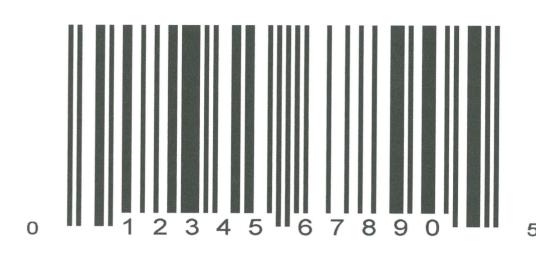
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### FIGURE Q4a(i)



## FIGURE Q4a(ii)