



FINAL EXAMINATION

JULY 2022

COURSE TITLE	WRITING AND RESEARCH SKILLS
COURSE CODE	FENG0134
DATE/DAY	17 OCTOBER 2022 / MONDAY
TIME/DURATION	09:00 AM - 12:00 PM / 03 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES:

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 3 Printed Pages including front page)

The question paper has TWO (2) questions. Answer ALL questions in the answer booklet provided. (100 MARKS)

Question 1 (40 marks)

You are advised to spend about 1 hour and 20 minutes on this task.

The following visuals present the results of a survey conducted on the number of pet lovers attending a pet fair over 40 years, and their reasons for doing so. Write a report that integrates all the visuals below. You should write between 150 to 200 words.

Figure 1: Number of People Attending a Pet Fair

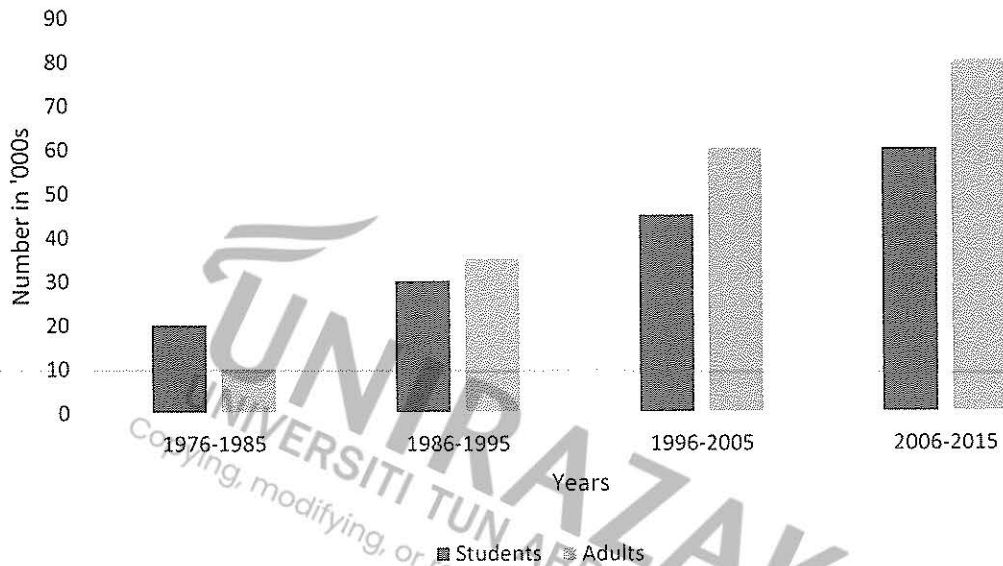


Table 1: Reasons for attending a pet fair

Reasons	1976-1985		2006-2015	
	Students	Adults	Students	Adults
Monetary reasons				
Get free samples	√	√	√	√
Compare prices	√		√	
Win prizes			√	√
Personal growth reasons				
Attend talk on pet care			√	√
Increase knowledge of pet food				√
Learn obedience-training skills				√

Question 2

(60 marks)

You are advised to spend about 1 hour and 40 minutes on this task.

Many social media platforms like Instagram and Facebook are full of advertisements for all sorts of products and services.

Write a **six-paragraph argumentative essay** on the advantages and disadvantages of marketing products and services on social media. You should write **at least 350 words**.

*** END OF QUESTION PAPER ***


UNIRAZAK
UNIVERSITI TUN ABDUL RAZAK
Copying, modifying, or reprinting, is not permitted.