



# UNIVERSITAS DIAN NUSWANTORO SEMARANG

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## UAS Semester Ganjil 2023/2024

Nama Mata Kuliah : Basic English for Business Sifat : Online test  
Hari / Tanggal : Sabtu, 14 Januari 2024 Dosen : Tim Dosen MKU  
Fakultas : Fakultas Ilmu Komputer Pukul : 09.00 WIB

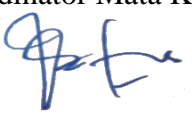

### Product and Packaging

#### A. Writing Test

1. Write a product description that provides the information the customer is looking for and that is captivating enough to grab their attention.
  - a. Determine the products you market!
  - b. Who are the consumers of these products?
  - c. What material is used to make the product?
  - d. What are the advantages and disadvantages of the product?
  - e. What design elements are used to market these products such as colors, shapes, logos, photos and text?
  - f. What package model do you use?
  - g. What marketing system do you use?
2. It must be at least a 300-word descriptive text.
3. Submit the text into KULINO on **Saturday, January 14<sup>th</sup> 2024, at 9 am**

#### B. Speaking Test

1. Create and make a 'product' launch video to promote your product (The script on point A).
2. Make a short video of the transcript about max 3 minutes. You may use media to support your presentation.
3. Video editing isn't allowed. You should make it in one-take video.
4. Wear 'almamater' (university) jacket.
5. Check the audio, make sure the audio is clear enough to listen. Dubbing isn't allowed.
6. For the video, scores are considered upon: (1) Speaking-Skill Fluency; (2) Creative Content; and (3) Overall Video Performance
7. Upload on Google Drive/Youtube, then send the link to KULINO  
Make sure it is not a private access.

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|---|---|
| Diperiksa oleh:   | Disahkan oleh:  |
| Koordinator Mata Kuliah   | Kabid MKU   |
|  |  |
| Rahmanti Asmarani, SS., M.Hum.  | Dr. Agus Triyono S.Sos., M.Si.  |