



**Upper secondary**  
**Week 1**

**The Write Tribe**

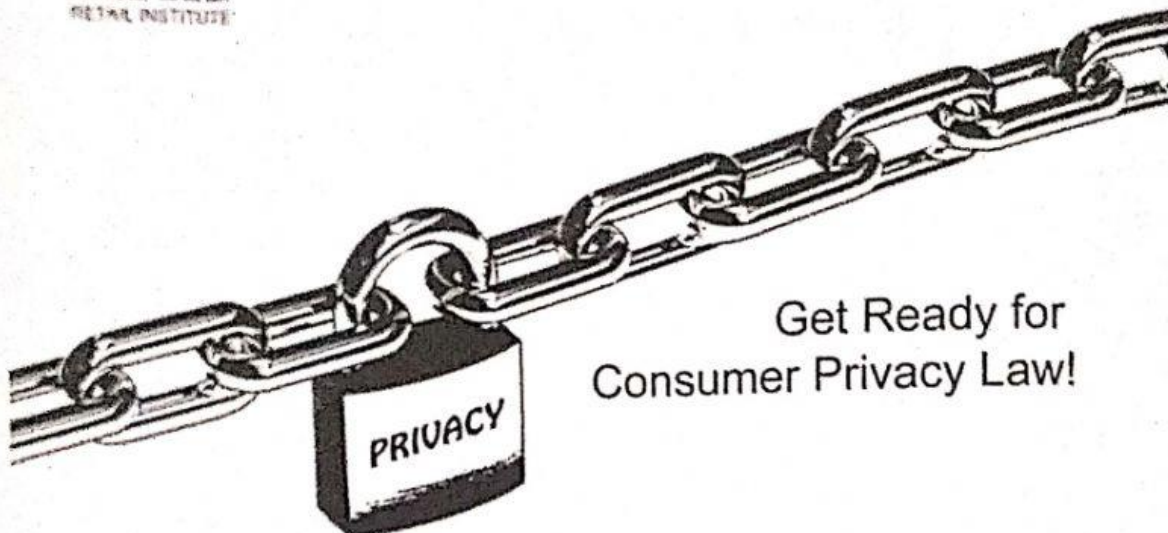
# PAPER 2 TECHNIQUES



# Exercise 15

Study the poster and answer the questions that follow.

**RINS**  
RETAIL INSTITUTE



Get Ready for  
Consumer Privacy Law!

With the implementation of the Consumer Privacy Law (CPL), organisations must exercise caution in gathering, utilising and revealing consumer or individual information. The law also enables customers to opt out of unsolicited sales calls by registering their contact numbers with the authority.

To facilitate the understanding of this law and prepare for its implementation, the Retail Institute has the following programmes for you:

1. Understand the Consumer Privacy Law  
What are your responsibilities and how does it affect your business?
2. Plan your processes to comply with CPL  
Review your policies and plan your operations to comply with CPL and facilitate service delivery.

Course Schedule:  
18 October, 9am - 5pm  
30 October, 9am - 5pm

Registration:  
Email - [cpl.rins@rins.com.sg](mailto:cpl.rins@rins.com.sg)



Participation Incentives:  
Absentee Payroll and  
50% Course Subsidy

Who Should Attend:  
Data Protection Officers, HODs,  
Managers

1. What is the Consumer Privacy Law about? (1 mark)

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2. How does the picture convey the objective of this law? (1 mark)

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3. Who is the target audience of this advertisement? (1 mark)

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4. What do you think an 'absentee payroll' incentive is? (1 mark)

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5. What is the objective of the advertisement? (1 mark)

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# Exercise 16

Study the poster and answer the questions that follow.

**AiMall**

More than just a retail location,  
Ai Mall has been a recollection of memories,  
your preferences and wants.  
These are what make us the Heart of the East  
and that's why we are rejoicing  
to mark the special years  
we have journeyed with you.

**Heart**  
of the East



1. What is the objective of the advertisement? (1 mark)

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2. What evidence is there to support your answer in Question 1? (1 mark)

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3. 'Heart of the East'. What is the intended effect of the message? (1 mark)

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4. How will the picture appeal to the audience? (1 mark)

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5. Where do you think the mall is located? How do you support your answer? (1 mark)

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