

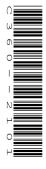
Tuesday 12 January 2021 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875 Unit 1: Media products and audiences

Time allowed: 2 hours C360/2101

You must have:
• the Insert



Please write clearly in black ink.
Contro number

Centre number Candidate number First name(s) Last name Date of birth D M M Y Y Y

INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer all the questions.
- Use the Insert to answer the questions in Section A.

INFORMATION

- The total mark for this paper is 80.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document has 12 pages.

ADVICE

· Read each question carefully before you start your answer.

FOR EXAM USE ONI	
Question No	Mark
Section A:	
1	/8
2	/10
Section B:	
3	/7
4	/3
5	/6
6	/16
7	/6
8	/4
9	/20
Total	/80

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SECTION A

Answer **all** the questions.

Use Fig. 1 and your own knowledge to answer the following questions.

1	(a)	(i)	Identify three interpretations that can be made about the methods used by consumers to access published media material.	
			1	
			2	
			3	[3
		(ii)	Identify the percentage of consumers who accessed published media material in print format.	Į.
			Explain one reason for this percentage.	
			Percentage:	
				•••
				•••
				[3]
	(b)		lain one reason for the difference between tablet consumption of published media one other format.	
				•••
				•••
				[2

Use Fig. 2 and your own knowledge to answer the following questions.

2	(a)	Identify and explain three patterns in the way audiences listen to radio in the UK.
		1
		2
		3
		[6]
	(b)	Identify two social media channels that radio producers might use to target 15-24 year-old listeners to promote a new radio programme.
		Explain why each would be an effective channel to target these listeners.
		1
		2
		[4]

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SECTION B

Answer **all** the questions.

(a)	Identify four media industries that produce digital media products.	
	1	
	2	
	3	
	4	[4
(b)	Explain how one media industry you identified in part 3a might use online production methods to create new media products.	
	You must specify at least one online production method as part of your answer.	
		[3
Evn	lain one way that horizontal integration can contribute to the process of synergy.	
	an example from media institutions or products to support your answer.	
USE	an example from media institutions of products to support your answer.	
		[3

5	(a)	Identify three advertising techniques that were used as part of the marketing and distribution process for a media product you have studied.
		Media product:
		1
		2
		3[3
	(b)	Explain why one of the advertising techniques identified in part 5a was used to help mak the media product successful.
		[3
6	(a)	Identify four production techniques used in a media product you have studied.
		Media product:
		1
		2
		3
		4[4

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)*	Discuss how the production techniques identified in part 6a have been used to create representations in the media product discussed. Use examples to support your answer

(a)	Identify three methods of conducting primary research using online technologies that producers could use to gain audience feedback on a trailer for a new TV programme.
	1
	2
	3[3]
(b)	Explain one advantage of using one of the methods identified in part 7a .
	[3]
nich	ntify and explain two differences in how digital media producers target mainstream and e audiences. Use examples to support your answer.
1	
2	
	[4]

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Jsing you	r knowledgof this stat	ge of the ement. U	effects o	of digita	l media suppor	and the t vour an	role of re	gulation,	discuss the	;
						. ,				[20

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins – for example, 2(a) or 8.



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