

Tuesday 19 January 2021 – Morning

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875 Unit 6: Social media and globalisation

Time allowed: 1 hour 30 minutes

C364/2101



No extra materials are needed.

Please write clearly in black ink.									
Centre number						Can	didate number		
First name(s)									
Last name									
Date of birth	D D	M	1 Y	Υ	Υ	Υ			

INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.
- Answer all the questions.

INFORMATION

- The total mark for this paper is **60**.
- 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 8 pages.

ADVICE

· Read each question carefully before you start your answer.

FOR EXAMINER USE ONLY					
Question No	Mark				
1	/6				
2	/6				
3	/3				
4	/5				
5	/4				
6	/6				
7	/30				
Total	/60				

© OCR 2021 [D/507/6392]

OCR is an exempt Charity

C364/2101/7 Turn over

SECTION A

Answer **all** the questions.

1	(a)	Online collaboration is one of the key reasons that media professionals use social media channels.
		Identify three other reasons that media professionals use social media channels.
		1
		2
		3 [3]
	(b)	Explain why one of the reasons outlined in 1 (a) is beneficial for media professionals. Use examples to support your answer.
		[3]
2		ntify and explain two examples of how social media tools have allowed media ressionals to collaborate. Use examples to support your answer. [6]
	1	

Identify one online technology that allows media producers to manage a project. Explain hithis online technology is useful when managing a project. Online technology: (a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme.		
Identify one online technology that allows media producers to manage a project. Explain hithis online technology is useful when managing a project. Online technology: (a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1		
Identify one online technology that allows media producers to manage a project. Explain hithis online technology is useful when managing a project. Online technology: (a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1		
Identify one online technology that allows media producers to manage a project. Explain his online technology is useful when managing a project. Online technology: (a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1		
Identify one online technology that allows media producers to manage a project. Explain his online technology is useful when managing a project. Online technology: (a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1		
Identify one online technology that allows media producers to manage a project. Explain his online technology is useful when managing a project. Online technology: (a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1		
this online technology is useful when managing a project. Online technology: (a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1		
(a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1		
(a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1	Onli	ne technology:
(a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1		
(a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1		
 (a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1		
 (a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1		
 (a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1		
 (a) Identify two ways that social media channels can be used to source media personnel the production of a TV programme. 1		
the production of a TV programme. 1		
Explain one advantage of using social media to source personnel for the production of	(a)	
(b) Explain one advantage of using social media to source personnel for the production o		1
(b) Explain one advantage of using social media to source personnel for the production o		2
		4
	(b)	

1		 	 	 	
·······					
2		 	 	 	
1	in why eacl			 	

SECTION B

'GoEatNow' is a new app-based takeaway delivery service. The app will allow customers to search a range of takeaway outlets and restaurants to find and order a meal.

The USP of the 'GoEatNow' service is that all meal options cost less than £20, including delivery. The primary target audience is 16-30-year-old students and young professionals.

The clothing brand 'Straight Talk Fashion' is sponsoring the 'GoEatNow' app and their brand should be included in the campaign. Star chef, Nathan Dean, who won the national TV competition 'Britain's Best Takeaway', is endorsing the 'GoEatNow' service.

'GoEatNow' wants the campaign to run for six months before the launch of the app. Social media accounts for Facebook, Twitter, Snapchat and Instagram have been set up.

7* Develop a blended marketing campaign that will promote the launch of the 'GoEatNow' customer app.

In your campaign, you must include the following aspects:

- · promoting the key objectives of the campaign using creative content
- main online and social media channels that will promote the app to the target audience
- · key milestones and deadlines for the campaign.

You should justify your choices and decisions made. [30]	0]

© OCR 2021 Turn over

END OF QUESTION PAPER



Copyright Information:

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination

series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, OCR (Oxford Cambridge and RSA Examinations), The Triangle Building, Shaftesbury Road, Cambridge

CB2 8EA.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a