

Modified Enlarged 18 pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Wednesday 20 January 2021 – Afternoon

Level 3 Cambridge Technical in Digital Media

05875

Unit 25: Research for product development

Time allowed: 2 hours plus your additional time allowance

**You must have:
your copy of the Pre-release**

Please write clearly in black ink.

**Centre
number**

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**Candidate
number**

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First name(s) _____

Last name _____

**Date of
birth**

D	D	M	M	Y	Y	Y	Y
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READ INSTRUCTIONS OVERLEAF

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.

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 (*).

ADVICE

Read each question carefully before you start your answer.

Answer ALL the questions.

- 1 (a) (i) Identify FOUR live music events, that have a range of music artists performing, which NMN TV could choose to film and broadcast.**

1 _____

2 _____

3 _____

4 _____

[4]

- (ii) Identify TWO problems that may arise when filming at live music events.**

Describe how NMN TV could attempt to solve each problem.

1 _____

2 _____

[4]

- (b) (i) Identify TWO primary research sources that you could use to find information about the type of content that music television news programmes include.**

Explain why each source would be useful.

1

2

[4]

- (ii) Explain how you could use cross referencing to check the reliability of ONE of the sources in b(i).**

Source: _____

[3]

- 2 (a) Identify ONE problem the presenters of 'NMN News' might face if an artist does not turn up on time for a live interview.

Explain how they could overcome this problem.

Use your research or experience to support your answer.

Problem: _____

[3]

- (b) Identify TWO pieces of production equipment the presenters of 'NMN News' would need when interviewing music artists during a live, outdoor broadcast.

Explain why they would need each piece of equipment.

1

2

[6]

- 3 BITV needs to make sure that the launch of the NMN TV channel is successful in reaching the target audience.**

Identify TWO methods that BITV could use to get feedback from the target audience about its channel launch ideas.

Explain why each method would be suitable.

1 _____

2 _____

[4]

- 4 BITV want to use famous album covers in their title sequence montage for 'NMN News'.**

Identify ONE problem that the station might face by using famous album covers in the title sequence montage.

Explain how BITV might resolve this problem.

Use your research or experience to support your answer.

[3]

- 5 (a) NMN TV will feature music videos that can be accessed across a variety of digital platforms.**

Identify TWO potential regulatory issues that BITV need to consider.

Explain how BITV could minimise the impact of each issue.

Use your research or experience to support your answers.

1

2

- (b) NMN TV need to recruit suitable presenters for 'NMN News'.

Identify TWO sources of information that could be used to help recruit suitable presenters for the news programme.

Explain why each source would be useful.

1 _____

2 _____

6 'NMN News' will have presenter links that are filmed and broadcast from their studio set.

- (a) Identify ONE pre-production document, other than a risk assessment, that would be needed before the set can be built.**

Explain why this document is required.

[3]

- (b) Explain ONE reason why a risk assessment is required before lighting equipment is mounted in the 'NMN News' studio.**

[3]

- 7 You have completed research on the Top 100 UK pop artists of all time. This will be used in a short report on the first ‘NMN News’ programme.**

Identify ONE method that you could use to catalogue the information.

Explain why this method is suitable.

[3]

- 8 (a) Identify and explain ONE job a scriptwriter might have to do if they worked on ‘NMN News’.**

Use your research or experience to support your answer.

[3]

- (b) Identify TWO ways that a scriptwriter and the storyboard artist for 'NMN News' might work together when planning the programme.

1 _____

2 _____

[2]

- 9 BITV will need to share confidential pre-production documents with their sponsors.

Identify ONE method that could be used to share the document.

Explain why this method is appropriate.

Use your research or experience to support your answer.

[3]

10* BITV needs to ensure that their sponsors are included in the marketing campaign for the channel launch.

Identify FOUR methods that BITV could use to promote their sponsors as part of their marketing campaign.

Explain why you think each method is suitable.

Justify your answers by referring to your research. [20]

Method 1

[illegible]

Method 2.

Method 3.

Method 4.

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END OF QUESTION PAPER

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins.

[illegible]



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