

Modified Enlarged 18 pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Tuesday 17 May 2022 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

Unit 1: Media products and audiences

Time allowed: 2 hours plus your additional time allowance

**You must have:
the Insert**

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. 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.

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 (*).

ADVICE

Read each question carefully before you start your answer.

SECTION A

Answer ALL the questions.

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

- 1 (a) Identify ONE trend in how audiences access BVOD services.**

[1]

- (b) Define the term ‘portable device’ and explain how it relates to the consumption of BVOD services.**

[3]

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

- 2 (a) Identify **THREE** interpretations that can be made about the daily distribution of SVOD services in the UK.

1 _____

2 _____

3 _____

[3]

- (b) Explain **TWO** reasons for **ONE** of the interpretations identified in 2(a).

Interpretation number from 2(a) _____

1 _____

2 _____

[4]

Use FIG. 3 and your own knowledge to answer the following questions.

- 3 (a) Identify **THREE** interpretations that can be made about the relationship between social grade and the consumption of print and digital publishing brands.

1 _____

2 _____

3 _____

[3]

- (b) Identify and explain **TWO** differences between men's and women's consumption of print and digital publishing brands.

1 _____

2 _____

[6]

SECTION B

Answer ALL questions.

- 4 (a) Identify THREE advantages of public service broadcasting in the UK.**

1 _____

2 _____

3 _____

[3]

- (b) Explain TWO ways that ONE public service broadcaster you have studied successfully targets individuals.**

Use examples from media products to support your answer.

Public service broadcaster: _____

1 _____

2 _____

[5]

- 5 (a) Identify TWO ways that horizontal integration can be used to promote a digital media product.**

1 _____

2 _____

[2]

- (b) Explain ONE reason why independent companies find vertical integration difficult.**

Use examples to support your answer.

[3]

6* Discuss how production techniques are used to reinforce genre conventions.

Use examples to support your answer. [12]

[illegible]

7 (a) Identify THREE secondary sources that you could use to find out why audiences use digital technology to access magazines.

1

2

3

[3]

- (b) Identify and explain TWO reasons why it is an **ADVANTAGE** to use digital technologies to advertise media products.

Use examples to support your answer.

1

2

[6]

- (c) Explain ONE way that traditional advertising methods can be used to support a social media marketing campaign.

[3]

- 8 Identify THREE reasons why media companies might use a SWOT analysis.

1

2

3

[3]

9* 'It is IMPOSSIBLE to stop people breaking copyright laws in the digital age.'

Discuss this statement using your knowledge about media regulation, production and the distribution of digital products.

Use examples to support your answer. [20]

[illegible]

END OF QUESTION PAPER



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