

Modified Enlarged 18 pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Wednesday 15 June 2022 – Morning

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 radio programmes that are broadcast on public service radio in the UK.**

1 _____

2 _____

3 _____

4 _____

[4]

(ii) Identify and explain TWO technical conventions that are used in public service digital radio programmes.

Use your research or experience to support your answers.

1

2

[6]

- (b) (i) Identify TWO primary definers that might be used as part of a news broadcast on public service radio.**

Explain why each primary definer would be suitable, using your research or experience to support your answers.

1

2

[6]

(ii) Identify and explain ONE way that you could ensure the primary definers you want to use in a radio news report are reliable.

[3]

2 (a) Identify THREE stock media libraries that could be used to source sound effects for use in programmes on Universal Zest Radio.

1

2

3

[3]

(b) Identify and explain TWO advantages of using stock media libraries for radio production.

1

2

[6]

3 Identify THREE secondary sources of information that Zest Radio could use to find out about the regulatory codes of practice for public service radio.

Explain why you think each source is suitable based on your research.

1 _____

2 _____

3 _____

- 4 Identify and explain TWO ways that Zest Radio can use social media to market the launch of the station. Use your research or experience to support your answers.**

1

2

- 5 Identify and explain TWO ways that the marketing mix would be used when planning an advertising campaign for the launch of Zest Radio.**

Use your research or experience to support your answers.

1

2

- 6 (a) Identify and explain TWO ethical issues that Zest Radio would need to consider when broadcasting content.**

1

2

[4]

(b) Identify and explain TWO legal issues Zest Radio would need to consider when planning content.

Use your research or experience to support your answers.

1

2

[6]

(c) Identify and explain TWO potential advantages of using a contingency plan when producing radio programmes.

Use your research or experience to support your answers.

1

2

[4]

7* Zest Radio needs to develop a plan to collect audience feedback. The feedback will be used to review whether their broadcasts reflect the PSB ethos.

Identify FOUR methods of gathering audience feedback that Zest Radio could use and explain why you think each method would be suitable. Justify your answers with reference to the research you have undertaken. [20]

1

2

3

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the 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 4.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is a vertical margin line on the left side, creating a narrow left margin. The paper appears to be a standard notebook or composition paper.



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