

## Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

### Unit 1: Media products and audiences

Thursday 18 May 2017 – Morning

Time allowed: 2 hours

**You must have:**

- the Insert (C361)

First Name						Last Name				
Centre Number						Candidate Number				
Date of Birth	D	D	M	M	Y	Y	Y	Y		

#### INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

#### INFORMATION

- Refer to the insert provided when answering Questions 1, 2 and 3.
- 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 consists of **16** pages.

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Question No	Mark
1	/6
2	/8
3	/4
4	/12
5	/4
6	/12
7	/4
8	/10
9	/20
<b>Total</b>	<b>/80</b>

Answer **all** the questions.

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

(a) Explain the term 'social grade' in the context of identifying target audiences.

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.....[2]

(b) Explain **two** interpretations that could be made about the demographics of large TV screen ownership.

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2 .....

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[4]

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

(a) Explain what the term 'timeshifting' means.

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(b) Using your own knowledge, explain **three** reasons why the 'timeshifting' of television viewing may be increasing.

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.....[6]

**3 Use Fig. 3 in the insert and your own knowledge to answer the following question.**

Explain **two** ways that the data on the NRS infographics might be used or interpreted or applied by magazine and e-zine producers.

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**[4]**



**(b)** Explain **two** advantages of being a conglomerate company. Use examples to support your answer.

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**[6]**

**(c)** Identify **two** cross media companies in a media sector that you have studied.

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**[2]**

5 Explain how **two** jobs roles in a media sector you have studied contribute to the production phase of a media product or brand.

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[4]





7 Identify **two** technical conventions used in a media product you have studied that create specific meaning for the audience. Explain how each technical convention creates specific meaning for the audience.

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[4]

8 (a) Explain **two** ways that social media has been used to advertise a media product or products you have studied. Use examples to support your answer.

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[6]

(b) Describe **two** advantages of advertising a digital media product using online technologies. Use examples to illustrate your answer.

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[4]



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**END OF QUESTION PAPER**

**ADDITIONAL ANSWER SPACE**

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).

A large rectangular area with a solid vertical line on the left side and horizontal dotted lines across the page, providing space for writing answers.

A series of horizontal dotted lines for writing, spanning the width of the page.

A series of horizontal dotted lines for writing, spanning the width of the page.

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