

Thursday 17 January 2019 – Morning

LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA

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

Duration: 1 hour 30 minutes C364/1901



You must have:

· no materials required

First Name	Last Name									
Centre Number						Cano Num	didate ber			
Date of Birth	D	D	M	M	Υ	Υ	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.
- Additional paper may be used if required but you must clearly show your candidate number, centre number and question number(s).

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 consists of 8 pages.

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Question No	Mark		
1	/10		
2	/5		
3	/7		
4	/2		
5	/6		
6	/30		
Total	/60		

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SECTION A

Answer **all** the questions.

1	(a)	Identify three advantages for a prosumer when using a photo sharing app to promote a new film they have made.					
		1					
		2					
		3 [3]					
	(b)	Explain one way that a digital pinboard app can be used to generate ideas for the production of a new digital media product.					
		[3]					
	(c)	Explain two ways that online technologies have had an impact on how digital games are produced and distributed.					
		Use examples to support your answer.					
		1					
		2					
		[4]					

2	(a)	Identify one way that social media has had an impact on the process of applying for jobs.					
		[1]					
	(b)	Describe two advantages of using project development tools in the workplace to plan the production of a new digital media product.					
		Use examples to support your answer.					
		1					
		2					
		[4]					
3	(a)	Explain two ways that cultural censorship can impact on the distribution of digital media products.					
		Use examples to support your answer.					
		1					
		2					
		[4]					

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	products.	
	1	
	2	
	3	
lden	itify two ways social media can contribute to anti-social behaviour.	
2		
	aking news report.	

[6]

SECTION B

Avatar Games is a small animation company that specialises in educational digital games.

Avatar Games have been commissioned by a local medical surgery, 'Live Well Centre', to create a digital app game called 'Eat Neat!' that educates 14 to 19 years olds on healthy eating. 'Live Well Centre' want to sell the game to colleges. The production window for the game is three months from January until the end of March, with an advertising campaign for the game from April until the beginning of September. This is to ensure that colleges, students and their parents have an awareness of the game.

'Live Well Centre' have requested a full campaign using social media, a website and online tools to promote the game, which will also chart the production of the game to gain interest.

The local swimming pool, 'Splash', have expressed an interest in sponsoring the game.

6* Develop a marketing campaign that will generate interest for the 'Eat Neat!' game, which includes the use of social media channels.

In your campaign, you must include the following aspects:

- Main online and social media channels that will target your audience
- Ideas for creative content
- Gaining feedback and evaluating responses from the audience.

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

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END OF QUESTION PAPER



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