

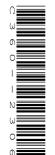
# Tuesday 16 May 2023 – Afternoon

## Level 3 Cambridge Technical in Digital Media

**05843/05844/05845/05846/05875** Unit 1: Media products and audiences

Time allowed: 2 hours

C360/2306



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Please write clea	arly in black ink. Do not write in the barcodes.
Centre number	Candidate number
First name(s)	
Last name	
Date of birth	D D M M Y Y Y

#### **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.
- 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 (\*).
- This document has 12 pages.

#### ADVICE

· Read each question carefully before you start your answer.

### **SECTION A**

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

1	(a)	Identify <b>three</b> interpretations about the difference in viewing habits for the men's English Premier League football (2020) between male and female viewers.	
		1	
		2	
		3	
		3	
		[5	
	(b)	Explain <b>one</b> reason why there is a difference in viewing habits between men and women of the men's English Premier League football (2020).	1
Use	e Fia	. 2 and your own knowledge to answer the following questions.	ر-
2		Identify <b>three</b> interpretations about the difference between viewing figures for major sports events (2019) shown on Public Service Broadcasting (PSB) and Non-Public Service Broadcasting (non-PSB).	
		1	
		2	
		3	••

	(b)	Explain <b>two</b> reasons why there are differences between the viewing figures of PSB an non-PSB major sports events in 2019.	ıd
		1	
		2	
			 [4]
Us	e Fig	. 3 and your own knowledge to answer the following questions.	1.1
3	(a)	Identify <b>two</b> interpretations that can be made about the services that Generation Z audiences find most relevant.	
		1	
		2	
			[2]
	(b)	Explain <b>two</b> reasons why a majority of the BBC Radio services are not relevant to Generation Z audiences.	
		1	
		2	
			[4]

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### **SECTION B**

4	(a)	Identify the <b>three</b> stages of the production process.
		1
		2
		3
		[3]
	(b)	Identify and explain how <b>one</b> stage of the production process contributes to the creation of digital media products.
		[3]

5 (a)	Identify <b>four</b> media industry terms associated with <b>cross media promotion</b> .
	1
	2
	3
	4
	[4]
(b)	Identify and explain how <b>one</b> media organisation you have studied uses cross media
(6)	promotion to advertise their products.
	Media organisation:
	[3]
(c)	Identify <b>two</b> advantages of vertical integration.
	1
	2
	[2]

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nples to sup	port your	answer.				
 	•••••		 	 	 	

7	(a)	Explain how <b>psychographic profiling</b> is used to target audiences of media products.	
			. [3]
	(b)	Identify <b>two</b> media research organisations that categorise audiences by their social grade.	
		1	
		2	[2]
8	(a)	Explain why digital media producers use social media to advertise their products.	
		Use examples to support your answer.	
			. [3]
	(b)	Identify <b>one</b> method of below the line advertising, other than social media.	
		Explain why this method of advertising is used by media producers.	
		Method of advertising:	

9\* "The media effects debate is still relevant in the 21st century."

Use examples to support your answer.	[20]

### **END OF QUESTION 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, 1(b) or 6.



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