



Oxford Cambridge and RSA

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



You must have:

- the Insert



Please write clearly in black ink. **Do not write in the barcodes.**

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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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 **three** 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]

- (b) Explain **one** reason why there is a difference in viewing habits between men and women of the men’s English Premier League football (2020).

.....
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[3]

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

- 2 (a) Identify **three** 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.....
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2.....
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3.....
.....

[3]

(b) Explain **two** reasons why there are differences between the viewing figures of PSB and non-PSB major sports events in 2019.

1.....
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2.....
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[4]

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

3 (a) Identify **two** interpretations that can be made about the services that Generation Z audiences find most relevant.

1.....
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2.....
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[2]

(b) Explain **two** reasons why a majority of the BBC Radio services are not relevant to Generation Z audiences.

1.....
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2.....
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[4]

SECTION B

4 (a) Identify the **three** stages of the production process.

1.....

2.....

3.....

[3]

(b) Identify and explain how **one** stage of the production process contributes to the creation of digital media products.

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[3]

5 (a) Identify **four** media industry terms associated with **cross media promotion**.

1.....
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2.....
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3.....
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4.....
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[4]

(b) Identify and explain how **one** media organisation you have studied uses cross media promotion to advertise their products.

Media organisation:
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[3]

(c) Identify **two** advantages of vertical integration.

1.....
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2.....
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[2]

7 (a) Explain how **psychographic profiling** is used to target audiences of media products.

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.....
.....
.....
..... [3]

(b) Identify **two** 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 **one** method of below the line advertising, other than social media.
Explain why this method of advertising is used by media producers.

Method of advertising:
.....
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.....
..... [3]

9* “The media effects debate is still relevant in the 21st century.”

Using your knowledge about the media effects debate and regulation, discuss the accuracy of this statement.

Use examples to support your answer.

[20]

Dotted lines for writing the answer.

Dotted lines for writing.

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.

A large area of the page is reserved for writing answers. It is bounded on the left by a solid vertical line and contains 25 horizontal dotted lines for writing.

A series of horizontal dotted lines for writing, spanning the width of the page. A solid vertical line is on the left side.



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