



Oxford Cambridge and RSA

Wednesday 14 June 2023 – Afternoon

Level 3 Cambridge Technical in Digital Media

05875 Unit 25: Research for product development

Time allowed: 2 hours

C365/2306



You must have:

- your copy of the Pre-release



Please write clearly 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	Y
---	---	---	---	---	---	---	---

INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. If you need extra space use the lined page(s) 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 (*).
- This document has **12** pages.

ADVICE

- Read each question carefully before you start your answer.

1 (a) (i) Identify **four technical** conventions of social realist films.

- 1
- 2
- 3
- 4

[4]

(ii) Identify **one** social realist film and explain how it uses **dramatic characterisation** to tell a story.

-
-
-
-
-
-
-

[3]

(b) (i) Identify **two** methods of primary research that could be used to find out how social realist films are distributed.

Explain why each method is suitable.

- 1
-
-
-
-
-
-
-
-

[4]

- (ii) Explain how the reliability of the information gathered during primary research can be checked.

Use your experience or research to support your answer.

.....

.....

.....

.....

.....

.....

..... [3]

- 2 As part of your role with BestFilmUK you are required to carry out research into possible content for their streaming service.

- (a) Identify **two** types of demographic information that you might gather by using BARB.

1

2

[2]

- (b) Identify and explain **one** secondary source, other than BARB, that could be used when planning content for the target audience of BestFilmUK.

Use your experience or research to support your answer.

.....

.....

.....

.....

.....

.....

..... [3]

3 (a) Identify **three** areas of media representation relevant to social realist films.

1

2

3

[3]

(b) Identify and explain **two** ways that issues surrounding media representation could be resolved as part of the production of BestFilmUK's first social realist film.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]

4 Identify and explain **three** ways that social media marketing could be used to promote the launch of the new streaming service.

Use your experience or research to support your answer.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

3

.....

.....

.....

.....

.....

[9]

5 Identify **two** job roles, other than a researcher, that would be required to make a social realist film.

Explain the purpose of each role in the production.

1

.....

.....

.....

2

.....

.....

.....

[4]

6 (a) Identify and explain **one** way your role of researcher could assist BestFilmUK in finding suitable filming locations.

.....

.....

.....

.....

.....

[3]

(b) Identify **one** piece of production documentation you would need when evaluating the health and safety risks of an urban city location.

Explain why they would be suitable.

.....

.....

.....

.....

.....

[3]

(c) Explain **two** reasons why a camera stabiliser, such as a Steadicam, may be needed when filming in an urban city location.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]

7 (a) Identify **three** suitable technology companies that could work in partnership with BestFilmUK.

1

2

3

[3]

(b) Identify and explain **two** ways that technology companies could work in partnership with BestFilmUK to support the launch of the streaming service.

1

.....

.....

.....

2

.....

.....

.....

[4]

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page. The question numbers must be clearly shown in the margins – for example, 1(a)(ii) or 2(b).

A vertical line on the left side of the page is followed by 25 horizontal dotted lines, providing a ruled area for writing answers.



Oxford Cambridge and RSA

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, OCR (Oxford Cambridge and RSA Examinations), The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.

© OCR 2023

C365/2306