

Thursday 11 January 2024 – Afternoon

Level 3 Cambridge Technical in Digital Media

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

Time allowed: 2 hours

C360/2401



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 that can be made about type of devices used by global gamers in 2020.

1

2

3

[3]

(b) Explain **one** reason that could account for the percentage of global gamers using PCs in 2020.

.....

.....

.....

.....

.....

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

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

2

(a) Identify **three** interpretations about the revenue of gaming software in the UK (2020).

1

2

3

[3]

(b) Explain **two** reasons why there are differences between the revenue of digital and physical sales.

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 how UK audiences consume news.

1

2

[2]

(b) Explain **two** reasons why television is still used to access news in the digital age.

1

.....

.....

.....

2

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.....

.....

[4]

SECTION B

4

(a) Identify **three** commercial objectives of a conglomerate company.

1

2

3

[3]

(b) Explain how **one** commercial objective might impact on the distribution of a media product.

Use an example to support your answer.

.....

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.....

.....

.....

[3]

5

(a) Identify **four** terms associated with **public service ownership**.

- 1
- 2
- 3
- 4

[4]

(b) Explain how **one** product you have studied reflects a public service broadcasting ethos.

Media product:

.....

.....

.....

.....

.....

.....

[3]

(c) Identify **two** potential links between independent media companies and public service ownership.

- 1
- 2

[2]

7

(a) Explain how **demographic profiling** is used by media producers.

.....

.....

.....

..... [2]

(b) Identify **three** primary methods that media organisations can use to conduct audience research.

1

2

3 [3]

EXTRA ANSWER SPACE

If you need extra space use this lined page. You must write the question numbers clearly in the margin.

Lined area for writing answers, consisting of horizontal dotted lines and a vertical solid line on the left margin.



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