

Thursday 18 January 2024 – Morning

Level 3 Cambridge Technical in Digital Media

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

Time allowed: 1 hour 30 minutes

C364/2401



No extra materials are needed.



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. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.
- Answer **all** the questions.

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 has **8** pages.

ADVICE

- Read each question carefully before you start your answer.

SECTION A

1

(a) Identify **three** social media channels, other than a micro-blogging app, that **content creators** might use to produce and distribute their own media content.

1

2

3

[3]

(b) Identify and explain how a micro-blogging app could be used by a **media company** to promote a new clothing range.

Use examples to support your answer.

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[3]

2 Explain **two** ways social media channels have impacted on globalisation.

1

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2

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[4]

3

(a) Identify **two** social media activities that an employee of a company should **not** take part in.
Explain why you should **not** do each of these activities.

1

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2

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[6]

(b) Identify **two** roles of social media regulation.

1

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2

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[2]

A series of horizontal dotted lines for writing, consisting of 25 lines spaced evenly down the page.



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