

Thursday 18 January 2024 – Morning

Level 3 Cambridge Technical in Digital Media

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

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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. 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 crea might use to produce and distribute their own media content.	tors
	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.	
		[ગ
2	Explain two ways social media channels have impacted on globalisation.	
	1	
	2	
		[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
	2
	[6]
(b)	Identify two roles of social media regulation.
	1
	2
	<u></u>
	[2]

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Explain why each would be suitable.
1
2
Explain how two social media channels might be used to create synergy as part of a
marketing campaign.
Use examples to support your answer.

SECTION B

'One Stop Celebrity' is a new talent competition TV programme, where young members of the public compete to win a record contract by singing. Produced by commercial TV station, BXTV, 'One Stop Celebrity' is being launched in six months' time, and BXTV have asked you to develop a social media marketing campaign to promote the launch. The programme is going to be broadcast at 8pm on Saturday evenings, with the main target audience being young people aged 14–25. UK record label 'Hit' and clothing range 'YouVoo' are the two major sponsors of the programme. The main presenter of 'One Stop Celebrity' is social media influencer and reality TV celebrity, Mia Pastiche who previously won a TV talent competition programme.

6* Develop a social media marketing campaign that will promote the launch of 'One Stop Celebrity'.

In your campaign, you must include the following aspects:

- creative marketing content
- social media channels that can be used to reach the target audience
- legal and ethical considerations.

You should justify your choices and decisions made.	[30]

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END OF QUESTION PAPER



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