

## Friday 19 January 2024 – Afternoon

### Level 3 Cambridge Technical in Digital Media

#### 05875 Unit 25: Research for product development

Time allowed: 2 hours

C365/2401



**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 pages 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** extreme sports other than skydiving.

- 1 .....
- 2 .....
- 3 .....
- 4 .....

[4]

(ii) Explain **one camerawork convention** used when filming extreme sports programmes.

- .....
- .....
- .....
- .....

[2]

(b)

(i) Identify **two** types of **non-diegetic sound** in extreme sports programmes and explain why they are used.

- 1 .....
- .....
- .....
- .....
- .....
- .....
- 2 .....
- .....
- .....
- .....
- .....

[4]

(ii) Identify and explain how **one** type of **presentation style** is used to engage audiences of extreme sports programmes.

Use your experience or research to support your answer.

.....

.....

.....

.....

.....

.....

..... [3]

2

(a) Identify **two primary research methods** that could be used to find out the types of extreme sports TV audiences would like to watch.

1 .....

.....

2 .....

.....

..... [2]

(b) Identify and explain **one** way that you could ensure that the information you collect from primary research is reliable.

Use your experience or research to support your answer.

.....

.....

.....

.....

.....

.....

..... [3]

(c) Identify **two** specific **secondary sources** that you used to find out information about how to film extreme sports.

1 .....

2 .....

..... [2]

3 Identify and explain **two** ways the target audience of Extreme Impulse will affect the type of content that Extreme Impulse produces.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]

4 Identify **three commercial companies** that could sponsor Extreme Impulse.

Explain why each would be appropriate for the channel and content.

Use your experience or research to support your answer.

1 .....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

.....

3 .....

.....

.....

.....

.....

.....

.....

[9]

5 As part of your job role, Extreme Impulse requires you to research the regulatory bodies that it will need to comply with.

(a) Identify **two media regulators** that Extreme Impulse needs to comply with.

For each regulator explain how compliance would affect the content of the channel.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Identify **one** way that you could **share research** about the regulatory bodies' guidelines.

Explain why this would be a suitable way to share the research.

.....

.....

.....

.....

.....

.....

[3]

6

(a) Identify and explain **two** job roles required to produce content for Extreme Impulse.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Identify and explain **two** production activities that would require the use of a **risk assessment** when producing content for Extreme Impulse.

Use your experience or research to support your answer.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]

7

(a) Explain **two** advantages of using social media as a below-the-line marketing method for the Extreme Impulse campaign.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Identify **four** above-the-line advertising techniques that could be used to market Extreme Impulse.

1 .....

2 .....

3 .....

4 .....

[4]



8\* Extreme Impulse2 will launch within six months of the start of Extreme Impulse.

Identify **four types** of **feedback** that Extreme Impulse could gather that will help inform the launch of Extreme Impulse2.

Explain why each type is suitable.

Use your experience or research to justify your answers.

[20]

1 .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

3 .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

4 .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**END OF QUESTION PAPER**

**EXTRA ANSWER SPACE**

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

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](http://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 2024

**C365/2401**