

# Friday 19 January 2024 – Afternoon

## Level 3 Cambridge Technical in Digital Media

05875 Unit 25: Research for product development

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Centre number	Candidate number	
First name(s)		_
Last name		_
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#### **INSTRUCTIONS**

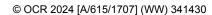
- Use black ink.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer all the questions.

### **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.



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C365/2401/6

1 (a) (i)	Identify <b>four</b> extreme sports other than skydiving.
	1
	2
	3
	4 <b>[4]</b>
(ii)	Explain <b>one camerawork convention</b> used when filming extreme sports programmes.
	[2]
(b) (i)	Identify <b>two</b> types of <b>non-diegetic sound</b> in extreme sports programmes and explain why they are used.
	1
	2
	[4]

(ii)	Identify and explain how <b>one</b> type of <b>presentation style</b> is used to engage audiences of extreme sports programmes.
	Use your experience or research to support your answer.
	[3]
2 (a)	Identify <b>two primary research methods</b> 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 <b>one</b> 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 <b>two</b> specific <b>secondary sources</b> that you used to find out information about how to film extreme sports.
	1
	2 <b>[2]</b>

Identify and explain <b>two</b> ways the target audience of Extreme Impulse will affect the type of content that Extreme Impulse produces.
1
2
[6]

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

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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 <b>one</b> way that you could <b>share research</b> about the regulatory bodies' guidelines.
	Explain why this would be a suitable way to share the research.
	[3]

5

(a)	Identify and explain <b>two</b> job roles required to produce content for Extreme Impulse.
	1
	0
	2
	[4]
(b)	Identify and explain <b>two</b> production activities that would require the use of a <b>risk assessment</b> when producing content for Extreme Impulse.
	Use your experience or research to support your answer.
	1
	2
	[6]

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7 (a)	Explain <b>two</b> advantages of using social media as a below-the-line marketing method for th Extreme Impulse campaign.	е
	1	
	2	
		[4]
(b)	Identify <b>four</b> 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]
l
2

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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.



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