

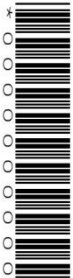
## SAMPLE ASSESSMENT MATERIAL

Level 3 Cambridge Technicals in Digital Media  
05843/05844/05845/05846

Unit 1: Media products and audiences

Date – Morning/Afternoon

Time Allowed: 2 hours



**You must have:**

- the Insert

**You may use:**

- None

**Do not use:**

- None



First Name						Last Name					
Centre Number						Candidate Number					
Date of Birth											

### INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number and candidate number.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- Additional paper may be used if required but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

### INFORMATION

- Refer to the insert provided when answering questions in Section A.
- 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 consists of **16** pages.

Answer **all** questions.

**Section A**

1 Use Fig. 1 and your own knowledge to answer the following questions.

(a) Explain what the term 'ABC1' means.

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..... [2]

(b) Justify what type of products would be suitable to advertise in **two** of the print publications from Fig.1.

Publication 1.....

Justification.....

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Publication 2.....

Justification.....

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..... [6]

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

(a) (i) State what the acronym 'BARB' stands for.

.....  
..... [1]

(ii) Explain what BARB's role is.

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..... [1]

(b) Identify the most popular genre of programme on BBC 1.

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..... [1]

(c) Explain how the BBC may use this data to shape its promotional material. Use examples to support your answer.

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..... [3]





5

(a) (i) Identify the name of a cross-media company.

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..... [1]

(ii) Explain how the company you identified above uses synergy. Use examples to support your answer.

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..... [4]









(b) Identify **three** channels of distribution that are considered successful in the digital age in terms of products reaching audiences. Justify your answers.

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[6]





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**Sample Assessment Material**  
**Level 3 Cambridge Technicals in Digital Media**

**Unit 1: Media products and audiences**

**MARK SCHEME**

**Duration: 2 hours**

**MAXIMUM MARK    80**

Question		Answer	Marks	Guidance	
<b>Section A</b>					
1	(a)	<ul style="list-style-type: none"> <li>social grades (1)</li> <li>NRS way of classifying an audience's disposable income (ABC1 most desirable for institutions to sell advertising) (1)</li> </ul>	2	Candidates should use term 'disposable income' in answer.	
	(b)	<p>Candidates will choose two publications from insert list, such as 'take a break', and assess the:</p> <ul style="list-style-type: none"> <li>Identification of appropriate product(s) (1)</li> <li>Justification by use of demographics (must state at least two) (2)</li> </ul>	6	<p>Maximum of up to 3 marks for each product justification.</p> <p>1 mark for identifying an appropriate product(s) Up to a maximum of 2 marks for justification.</p> <p>Demographics: gender, age, interest and disposable income in relation to examples of products that could be advertised.</p>	
2	(a)	(i)	BARB – Broadcasters Audience Research Board (1)	1	
		(ii)	They collate audience viewing figures (1)	1	
	(b)		Soap opera (1)	1	

Question		Answer	Marks	Guidance
	(c)	<p>Advertise most popular programmes in trailers and teasers, and in print and online material (1)</p> <p>Should feature storylines, key characters (2)</p>	3	<p>1 mark for theoretical knowledge. 2 marks for contextualisation and example.</p> <p>Credit should be given if the candidate gives an answer which discusses a campaign to push more niche programming but ideas/ways for distribution of this should be discussed.</p>
3		<p>An audience researcher is able to see differences in genre and form of programmes (2)</p> <p>Answers will reference target audience considerations (2)</p>	4	<p>Credit should be given for a range of the examples given by the candidate from the material provided.</p> <p>Target Audience: age, gender considerations.</p>
<b>Section B</b>				
4	(a)	<p>A public service company is funded by public money (1) Has a duty to provide content for the benefit of all citizens (1) Use of examples (1)</p>	3	<p>Candidates could discuss e.g. BBC ethos – inform, educate, entertain but just funded by licence fee is incorrect.</p>
	(b)	<ul style="list-style-type: none"> <li>• conglomerate company has subsidiaries and independent outsources (2)</li> <li>• conglomerate uses vertical and horizontal integration; independent doesn't (2)</li> <li>• use of examples (2)</li> </ul>	4	<p>Examples:</p> <p>21<sup>st</sup> Century Fox; Disney are conglomerate;</p> <p>Warp and Sumo Digital are independent companies.</p>

Question			Answer	Marks	Guidance
5	(a)	(i)	Examples include 21 <sup>st</sup> Century Fox, Sony, Disney, News Corp, Warner, BBC. (1)	1	Company must own at least two different types of media companies.
		(ii)	<ul style="list-style-type: none"><li>• cross-promotion of and marketing of brands and products (1)</li><li>• different parts of an institution working together (1)</li><li>• use of examples (2)</li></ul>	4	Example: 21 <sup>st</sup> Century Fox films are marketed on Sky television.

Question	Answer	Marks	Guidance
6*	<p>This answer will be an extended response that will analyse the concepts of genre and representation. Ideas will be drawn from theories about genre and representation and the answer will be expected to use specific examples from the product they are discussing to support points made.</p> <p><b>Level 3 - 9 – 12 Marks</b> Theoretical ideas about genre and representation demonstrate a <b>thorough</b> understanding of the concepts and the application is <b>confident</b>. The examples used from the product to support ideas are <b>wholly appropriate and justified</b>.</p> <p><b>Level 2 - 5 – 8 Marks</b> Theoretical ideas about genre and representation demonstrate <b>some</b> understanding of the concepts and the application is <b>sound</b>. The examples used from the product to support ideas are <b>mostly appropriate and explained</b>.</p> <p><b>Level 1 - 1 – 4 Marks</b> Theoretical ideas about genre and representation demonstrate <b>limited</b> understanding of the concepts and the application is <b>weak</b>. The examples used from the product to support ideas are <b>sometimes appropriate</b>.</p> <p><b>0</b> – no response or no response worthy of credit.</p>	12	

Question	Answer	Marks	Guidance
7	<p>This answer will discuss how production techniques have affected the ways in which a media product has targeted its audience. Answers will be medium-specific.</p> <p><b>Level 3 - 6 – 8 Marks</b> The ways in which the chosen media product targets a specific audience demonstrate a <b>thorough</b> understanding. The application is <b>confident</b>. Examples used from the product to support ideas about how a target demographic is reached are <b>wholly appropriate and justified</b>.</p> <p><b>Level 2 - 3 – 5 Marks</b> The ways in which the chosen media product targets a specific audience demonstrate a <b>sound</b> understanding. Examples used from the product to support ideas about how a target demographic is reached are <b>mostly appropriate and explained</b>.</p> <p><b>Level 1 - 1 – 2 Marks</b> The ways in which the chosen media product targets a specific audience demonstrate <b>limited</b> understanding. Examples used from the product to support ideas about how a target demographic is reached are <b>sometimes appropriate</b>.</p> <p><b>0</b> – no response or no response worthy of credit.</p>	8	Use of terminology (such as mode of address) is expected. Candidates should be rewarded if they demonstrate an understanding of the specific demographic and give examples of why the product would appeal.

Question		Answer	Marks	Guidance
8	(a)	1 mark for each example, maximum TWO Marks	4	Answer will feature use of new media technologies: examples from social media, websites, viral marketing, pop-ups.
	(b)	1 mark for identification of distribution channel (up to a maximum of 3 marks) 1 mark for justification (up to a maximum of 3 marks)	6	Answer will discuss new methods of distribution VOD for TV and film, mobile services and websites (e.g. Netflix, BBC iPlayer).
9*		<p>The answer will be dependent on the regulatory body and the product discussed. The answer will provide examples from the product that correspond with associated guidelines (e.g. film and its BBFC rating). The answer should demonstrate the ability to debate.</p> <p><b>Level 4 - 16 – 20 Marks</b> An <b>excellent</b> discussion of media regulation is demonstrated Examples used from products and industry to support ideas are <b>wholly appropriate and justified</b>. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.</p> <p><b>Level 3 - 11 – 15 Marks</b> A <b>good</b> discussion of media regulation is demonstrated. Examples used from products and industry to support ideas are <b>appropriate and sometimes justified</b>. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</p>	20	Candidates should use media debate/theory to support points about the regulatory body discussed. Candidates should argue points using clear examples from the product. As this is a debate question, candidates are expected to demonstrate both sides in order to gain maximum marks. Candidates will show a thorough understanding of the regulatory body guidelines and impact on the product.

Question	Answer	Marks	Guidance
	<p><b>Level 2 - 6 – 10 Marks</b>  <b>A basic</b> discussion of media regulation is demonstrated. Examples used from the products and industry to support ideas are <b>mostly appropriate</b>.</p> <p>There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p> <p><b>Level 1 - 1 – 5 Marks</b>  <b>Limited</b> discussion of media regulation is demonstrated. The examples used from products and industry to support ideas are <b>sometimes appropriate</b>.</p> <p>There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility.</p> <p><b>0</b> – no response or no response worthy of credit.</p>		