

Level 2 Cambridge Technicals Digital Media Suite

05897 - OCR Level 2 Cambridge Technical Award in Digital Media
05898 - OCR Level 2 Cambridge Technical Certificate in Digital Media
05899 - OCR Level 2 Cambridge Technical Diploma in Digital Media

Unit 1: Digital media and emerging technologies

Sample assessment material

Time: 45 minutes

This test is a computer based test and will be completed using Surpass on the OCR Secure Assess portal.

This sample assessment material illustrates the styles and types of questions that make up this test, along with its associated mark scheme.

This test will be available as a practice test on the OCR Secure Assess portal.

There will not be a paper test available for these qualifications.

First Name		Last Name	
------------	--	-----------	--

Centre Number						Candidate Number				
---------------	--	--	--	--	--	------------------	--	--	--	--

Date of Birth									
---------------	--	--	--	--	--	--	--	--	--

INFORMATION FOR CANDIDATES

- The total mark for this paper is **40**.
- The marks for each question are shown in brackets [].

Answer **all** questions.

1. How do you define a 'Smart' device?

- (a) An electronic device, which can link to various distribution technologies to share, interact and provide a service
- (b) A mobile device which can access the internet via Wi-Fi
- (c) A games device which also allows you to have apps on it, to access services and interact with other players
- (d) A video device which has internet connectivity

[1]

2. Which ONE of the following is an example of a Smart device?



[1]

3. Watch this video clip. Which ONE of the following hardware devices would you use to film this sequence?

(Video clip to watch)



Video.mov

© FCG/Shutterstock.com

- (a) Still camera
- (b) IMAX camera
- (c) Drone camera
- (d) Bridge camera

[1]

4. Which ONE of the following digital cameras has a removable lens?

(a)



(b)



(c)



(d)



[1]

5. Which is the correct statement about VR, AR and MR?

- (a) VR is an immersive computer simulated reality, AR shows the physical world together with computer generated content, MR is a hybrid reality of merging both physical and virtual reality.
- (b) VR is a computer generated simulation with elements of the physical world, AR is a mixture of the physical and virtual world being simulated, MR is a full computer simulation with no elements of the physical world.

[1]

6. In CGI what two colours are traditionally used in Chromakeying? Drag the two colours into the answer box.

Red Yellow Green Black White Blue

[1]

7. Which ONE of the following can only be used to edit audio files online?

- (a) Moviestorm
- (b) Soundtrap
- (c) Canva
- (d) Sploder

[1]

8. How high, in feet, are you legally allowed to fly a personal drone in the UK?

(a) 400

(b) 50

(c) 310

(d) 600

[1]

9. Which ONE of the following is the best item to clean the lens of a digital video camera?

(a) Paper Towel

(b) Tissue

(c) Towel

(d) Microfiber cloth

[1]

10. Zapworks is a software application for creating:

(a) VR applications

(b) MR applications

(c) AR applications

(d) AI applications

[1]

11. Drag the FOUR digital media products into the answer box.

Digital Media Products

E-Book Vinyl LP Record Online Magazine Podcast
 Website Book

[1]

12. Match each type of digital media product to its purpose.

Digital media product
Pop ups
Films
Trailers
Video games

Purpose
Entertain
Promote

[1]

13. Which TWO of these are microblogging sites?

- (a) Pinterest
 (b) Flickr
 (c) Instagram
 (d) Twitter

[1]

14. What does UGC stand for?

- (a) User Generated Content
- (b) Universally Generated Computer
- (c) Universally Generic Content
- (d) User Generic Computer

[1]

15. Read the following text and drag in the missing words to the appropriate place.

Digital media technologies have had an impact on the way we receive our news. Smart devices such as mobile phones and tablets enable consumers not only to view the news, but to be able to _____ the news themselves. Many news organisations constantly scan social media networks for breaking news produced by _____

read	citizen journalists
newsreaders	report

[1]

16. Phillip has been making 15 minute videos on 'how to play the guitar'. What web sharing website would he upload his videos to?

<DROPDOWN BOX LIST>

Pinterest
 YouTube
 Twitter
 Instagram

[1]

17. The use of a 'Second Screen' in viewing a television programme, such as X Factor, enables the audience to interact by:

- (a) Watching the programme on a mobile device at the same time
- (b) Using an app to vote for a particular contestant
- (c) Catching up on the programme using a computer

[1]

18. What is 'Social' film?

- (a) When the viewer, through social media, is able to interact and directly influence the film being produced
- (b) When the viewer is able to watch a film on social media
- (c) When the viewer, through social media, is able to watch and then discuss a film with friends
- (d) When the viewer is able to watch a film with other people

[1]

19. Select TWO benefits to a media publishing organisation in producing a digital magazine.

- (a) They can provide it free of charge
- (b) There are no distribution costs
- (c) It allows them to create more jobs
- (d) There are lower production costs

[1]

20. Which of the following is an example of Internet addiction disorder:

(a) Using social media networking sites daily

(b) Continually playing online video games through the night

(c) Streaming online music during college

(d) Watching TV box sets back to back

[1]

21. The use of social media has allowed individuals to be able to adopt an online persona. Select TWO implications of having an online persona?

(a) You make too many friends on social media

(b) You can create an idealistic persona of yourself

(c) Your true identity can be masked

(d) Other people may not recognise your avatar persona

[1]

22. Using Virtual Reality environments could cause which ONE of the following:

(a) Ear ache

(b) Eye infection

(c) Nausea and Vomiting

(d) Repetitive strain injury

[1]

23. Drag TWO positive effects of playing MMORPGs into the answer box.

Teamwork

Achieve goals

Benefits to physical health

[1]

24. Which ONE of the following TV channels is an example of 'time-shifting'?

(a) BBC One HD
(b) ITV
(c) BBC One
(d) ITV+1
[1]

25. Read the following text and drag in the missing words to the appropriate place.

Viral marketing is an advertising and marketing technique which relies more on the use of social media and consumers sharing content rather than using _____ methods such as film posters. It can be used to create a buzz about a new film, so that consumers can interact and share with others. For example, a _____ trailer can be shown before the release of the official trailer.

above the line	teaser
traditional	mini

[1]

26. Drag TWO traditional methods of advertising and marketing techniques into the answer box.

--

Official website

Billboards

Social media

Theatrical Trailer

[1]

27. Draw lines to show how a user would interact with each of these advertising techniques.

Technique
QR code on a film poster
Social media networks

Interaction
Read a tweet by an actor
Scan for further information

[1]

28. Which ONE of the following is an example of cross platform marketing?

- (a) A new music album on a music website
- (b) A film trailer for a new film shown at your local cinema
- (c) Official film website showing a trailer of the film
- (d) Facebook announcing the release date of a new video game

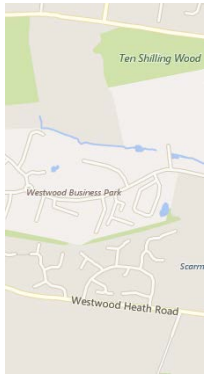
[1]

29. Holographic technology has branched out into projecting virtual assistants to aid customers. Where are they most commonly found?

- (a) Bus stations
- (b) Airports
- (c) Train stations
- (d) Ferry ports

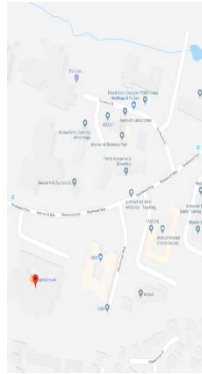
[1]

30. Which image shows an example of hyperlocal advertising?



Map data ©2018 Google

(a)



Map data ©2018 Google

(b)



(c)

[1]

31. A toy store's app allows the user to interact with designated signage in the stores to play virtual games and bring toys to life. What type of technology does it use?

- (a) VR
- (b) AR
- (c) MR
- (d) AI

[1]

32. What are 'tracking cookies' used for?

- (a) To place a small programme in your web browser, which can track and personalise your browsing activities
- (b) To place small text files to track and collect your personal information when you are using your web browser
- (c) To place small text files in your web browser, which can track and personalise your browsing activities
- (d) To place a small programme on your computer, which can download viruses or spyware and track when you are using your web browser

[1]

33. The 'Internet of Things' can allow organisations to:

- (a) Collect observational data from consumers' everyday behaviour, which can help target products directly
- (b) Watch what consumers are doing with their networked devices in order to collect data on the consumer
- (c) Collect data on the networked devices to see whether the consumer is using it
- (d) Collect information on the networked devices interactivity with other devices

[1]

34. In January 2018 which of the following countries had geoblocked access to VOD streaming services, such as Netflix and Amazon Prime Video?

- (a) South Korea
- (b) Slovenia
- (c) China
- (d) Japan

[1]

35. Drag the TWO audio files into the answer box.

WAV PNG AVI MP3 TIFF MP4

[1]

36. Match the file type to the correct quality.

File Type
TIFF
PNG

Quality
Low quality compressed file
High quality uncompressed file

[1]

37. Which **TWO** of the statements are the correct definitions of lossy compression and lossless compression?

- (a) Lossy compression is when a file is saved and data is reconfigured to make the file high quality.
- (b) Lossy compression is when a file is saved and data is removed to make the file smaller.
- (c) Lossless compression is when a file is saved and there is no loss of data, making the file high quality.
- (d) Lossless compression is when a file is copied and data is removed to make the file smaller.

[1]

38. Complete the lines on the table by selecting the correct resolution and the correct definition from the dropdown lists.

Resolution	Dimensions	Definition
480i	480 x 720	SD
<DROP BOX 1>	1280x720	HD Ready
1080p	1920 x 1080	<DROP BOX 2>

[1]

<DROP BOX 1> - 1280i, 720p, 840p

<DROP BOX 2> - Full HD, Ultra HD, 4K

39. What is the difference between 3G and 4G?

- (a) 4G only allows Voice and Data signals, whereas 3G also allows Video signals
- (b) 4G uses a higher speed IP data network than 3G
- (c) 3G only allows Voice and Video signals, whereas 4G also allows Data signals.
- (d) There is no difference between 3G and 4G

[1]

40. NFC is a form of contactless technology. What do the letters NFC stand for?

- (a) New Face Connection
- (b) Near Field Communication
- (c) New Field Connection
- (d) Near Face Communication

[1]

[Paper Total 40]

END OF QUESTION PAPER

This page has been left intentionally blank

OCR

Oxford Cambridge and RSA

Copyright Information:

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

Sample Assessment Material
Level 2 Cambridge Technicals in Digital Media Suite
05897/05898/05899
Unit 1: Digital media and emerging technologies

MARK SCHEME

Duration: 45 minutes

MAXIMUM MARK 40

SPECIMEN

Version:2 Date: March 2018

This document consists of 3 pages

Question	Answer	Marks	Guidance
1	A	1	The other devices listed are specific examples and not a definition– any electronic device, even a refrigerator which connects to the Internet and provides a service is a smart device. There are also 'smart' washing machines.
2	C	1	The others are all examples of non 'smart' devices.
3	C	1	The sequence is an aerial shot which is following a moving train. The best camera for the job is a Drone.
4	D	1	The other ones are (a) Instamatic, (b) Compact, (c) Phone camera.
5	A	1	
6	Green and Blue	1	Although technically other colours can be used, green and blue are traditionally used, as they are the colours which are the most far away from human skin colours.
7	B	1	The others are examples of video, image and game online editing software. Soundtrap is online audio editing software.
8	A	1	
9	D	1	
10	C	1	
11	E Book, Podcast, Website, Online Magazine	1	
12	Pop Ups, Trailers, PROMOTE Films, Video games, ENTERTAIN	1	
13	C & D	1	
14	A	1	
15	Gap one - report Gap two - citizen journalists	1	

Question	Answer	Marks	Guidance
16	YouTube	1	
17	B	1	
18	A	1	
19	A & D	1	These are correct, as it is unlikely they would provide the digital magazine free. It is likely that are fewer jobs available due to lower production costs.
20	B	1	
21	B & C	1	
22	C	1	
23	Teamwork, Achieve goals	1	The distractor is that you don't get physical benefits when playing online games
24	D	1	
25	Gap one - traditional Gap two - teaser	1	
26	Billboards, Theatrical Trailer	1	
27	QR code on a film poster : Scan for further information Social media networks: Read a tweet by an actor	1	
28	D	1	The others are not examples of cross platform marketing.
29	B	1	Answer B is correct at the time of release of these sample materials. Teachers may need to accept a different 'correct' answer depending on use of holographic technology at the time of making use of these sample materials.
30	B	1	
31	B	1	
32	C	1	

Question	Answer	Marks	Guidance												
33	A	1													
34	C	1													
35	WAV, MP3	1													
36	TIFF: HIGH QUALITY PNG: LOW QUALITY	1													
37	B & C	1													
38	<table border="1"> <thead> <tr> <th>Resolution</th> <th>Dimensions</th> <th>Definition</th> </tr> </thead> <tbody> <tr> <td>480i</td> <td>720x480</td> <td>SD</td> </tr> <tr> <td>720p</td> <td>1280x720</td> <td>HD Ready</td> </tr> <tr> <td>1080p</td> <td>1920x1080</td> <td>Full HD</td> </tr> </tbody> </table>	Resolution	Dimensions	Definition	480i	720x480	SD	720p	1280x720	HD Ready	1080p	1920x1080	Full HD	1	
Resolution	Dimensions	Definition													
480i	720x480	SD													
720p	1280x720	HD Ready													
1080p	1920x1080	Full HD													
39	B	1													
40	B	1													