

## Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

### Unit 1: Media products and audiences

Tuesday 10 January 2017 – Morning

Time allowed: 2 hours

**You must have:**

- the insert

First Name						Last Name					
Centre Number						Candidate Number					
Date of Birth											

#### INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- 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).

#### INFORMATION

- Refer to the insert provided when answering questions 1 and 2.
- 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 **12** pages.

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Question No	Mark
1	/14
2	/4
3	/7
4	/5
5	/12
6	/8
7	/10
8	/20
<b>Total</b>	<b>/80</b>

Answer **all** the questions.

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

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

.....  
.....  
.....[2]

(b) Analysing the data about 'The Sun' and 'Daily Mail' newspapers, describe **two** differences in terms of their target audience.

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.....  
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.....  
.....  
.....  
.....  
.....  
.....  
.....[4]

(c) From your knowledge of demographics describe and justify the type of content that might feature in **four** newspapers of your choice from the data provided.

Newspaper 1 .....

Content and justification .....

.....

.....

.....

Newspaper 2 .....

Content and justification .....

.....

.....

.....

Newspaper 3 .....

Content and justification .....

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.....

Newspaper 4 .....

Content and justification .....

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.....

.....

[8]

**2 Use Fig. 2 in the insert and your own knowledge to answer the following question.**

From your knowledge of contemporary media consumption patterns, describe **two** possible reasons why the listenership of Hallam FM has decreased since 1999.

1 .....

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.....

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2 .....

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**[4]**



4 (a) Identify the name of **one** independent company in a media sector you have studied.

.....[1]

(b) Explain how the company you identified uses new media to promote its product. Use examples to support your answer.

.....  
.....  
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.....  
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.....  
.....  
.....  
.....  
.....  
.....[4]



6 Describe **four** ways that a media product you have studied targets a specific demographic group.

1 .....

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2 .....

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3 .....

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4 .....

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[8]



7 (a) Explain **three** ways that online technologies can be used to enhance traditional advertising methods. You must use real media products/examples to support each of your answers.

1 .....

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2 .....

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3 .....

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[6]

(b) Identify **four** distribution channels that are used by media companies to reach audiences.

1 .....

2 .....

3 .....

4 .....

[4]







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