

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

Unit 6: Social media and globalisation

Friday 13 January 2017 – Afternoon

Time allowed: 1 hour 30 minutes

You must have:

- 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, 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

- The total mark for this paper is **60**.
- 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	/7
2	/8
3	/5
4	/2
5	/8
6	/30
Total	/60

SECTION A

Answer **all** the questions.

1 (a) Identify **one** benefit of accessing social media channels via an app.

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.....[1]

(b) Identify **two** purposes of social media products for media audiences.

1

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2

.....[2]

(c) Explain how **two** functions of social media products have changed traditional distribution and consumption of media content.

1

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2

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.....[4]

2 (a) Explain **three** ways that social media products might be advantageous for amateur media producers.

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[6]

(b) Identify **two** potential problems that public figures may face when using social media products.

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[2]

3 (a) Explain **two** reasons why the concept of globalisation is related to the use of social media products.

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(b) Identify **one** advantage of globalisation for media producers with reference to the increased use of social media.

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..... [1]

4 Identify **two** reasons why users should regulate the content they upload when using social media products.

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[2]

- 5** Compare how **two** social media channels can be used for different purposes. Use examples to support your answer.

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SECTION B

Gizmo Games is an independent gaming company based in England. They are launching their new zombie app game, ‘Big Freeze’, in December 2017, in time for the Christmas market. The app is aimed at smartphone gamers aged 12-25 and will be available across a range of devices and operating systems. One of the main strengths of the game is that it has an easily recognisable main character called Gizme. Gizme resembles a polar bear which has special powers that include creating and melting ice. At the moment there are ten levels of difficulty, during which Gizme takes part in a number of winter sports including ice hockey and speed skating. Due to these sports being included sports drinks companies have expressed an interest in sponsoring the app.

6* Develop a social media campaign for the launch of the app game ‘Big Freeze’.

In your campaign you must include the following aspects:

- online tools used by the marketing team to plan the project
- social media channels used by the marketing team to reach audiences
- content plans for the campaign
- key milestones in the campaign and review dates.

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END OF QUESTION PAPER

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