

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

Unit 1: Media products and audiences

Tuesday 9 January 2018 – Afternoon

Time allowed: 2 hours

You must have:

- Insert C361

First Name						Last Name				
Centre Number						Candidate Number				
Date of Birth	D	D	M	M	Y	Y	Y	Y		

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.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

INFORMATION

- Refer to the insert provided when answering Questions 1, 2 and 3.
- 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	/10
2	/6
3	/4
4	/12
5	/4
6	/12
7	/6
8	/6
9	/20
Total	/80

Answer **all** the questions.

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

(a) Explain the term 'demographic data'.

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.....[2]

(b) (i) Explain **two** interpretations that could be made about the target audience of the Daily Express.

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.....[4]

(ii) Identify **two** differences in the readerships of The Daily Telegraph and The Guardian.

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.....[2]

(c) Explain the difference between 'readership' and 'circulation'.

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.....[2]

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

(a) Explain **one** interpretation that can be made about the way in which print products are accessed by audiences from the data provided.

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.....[2]

(b) From your wider knowledge of target audience describe **two** possible reasons why more people might access The Guardian rather than The Sun via a portable device.

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.....[4]

3 Use Fig. 3 in the insert and your own knowledge to answer the following question.

Explain **two** possible reasons for differences in listenership between two stations of your choice from the data provided.

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[4]

4 (a) Explain **two** advantages of vertical integration, using examples from a media company you have studied to support your answers.

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[4]

(b) Explain **two** ways that an independent company you have studied created successful media products. Use examples to support your answer.

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[6]

(c) Identify **two** advantages of using synergy in a media sector that you have studied.

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[2]

5 Explain how **two** elements of the pre-production process can be used to contribute to the early marketing of a media product you have studied.

1

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2

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[4]

7 Explain **two** ways that below the line advertising has contributed to the success of a media product you have studied. Use real media products/examples to support your answer.

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[6]

8 (a) Identify **two** media research organisations.

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[2]

(b) Describe **two** advantages for media research organisations in using quantitative data.
Use examples to support your answer.

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[4]

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s) – for example 1(a) or 2(b).

A large rectangular area containing 25 horizontal dotted lines for writing answers. A solid vertical line is on the left side of the page, and a solid vertical line is on the right side of the dotted lines.

A series of horizontal dotted lines for writing, spanning the width of the page.

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