

**Cambridge Technicals
Digital Media**

Unit 1: Digital media and emerging technologies

Level 2 Cambridge Technical in Digital Media
05897 - 05899

Mark Scheme for January 2019

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Question			Answer	Marks	Guidance
1			D	1	
2			A	1	
3			D	1	
4			C	1	
5			B	1	
6			B	1	
7			A	1	
8			A	1	
9			C	1	
10			A	1	
11			A	1	
12			D	1	
13			D	1	
14			A	1	
15			C	1	
16			TV Series – episodes, seasons, 60 minutes, multi narrative Films – 2 hours, prequel, sequel, linear narrative	1	
17			Advantages – they are searchable, you can directly look up the meaning of words, books are all in one place	1	

Question		Answer	Marks	Guidance
18		D	1	
19		consumers scroll embedded digital	1	
20		A	1	
21		C	1	
22		D	1	
23		B	1	
24		B	1	
25		C	1	
26		B	1	
27		C	1	
28		B	1	
29		A	1	
30		B	1	
31		Global reach – Advertising is aimed at the whole world International reach – Advertising is aimed at specific countries Local reach – Advertising is aimed at a local area National reach – Advertising is aimed at the country the organisation is in	1	
32		B	1	

Question		Answer	Marks	Guidance
33		A	1	
34		Snapchat – Discover Instagram – Channels Twitter – Trends Pinterest – Explore	1	
35		B	1	
36		D	1	
37		C	1	
38		B	1	
39		D	1	
40		B	1	

OCR (Oxford Cambridge and RSA Examinations)
The Triangle Building
Shaftesbury Road
Cambridge
CB2 8EA

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

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OCR (Oxford Cambridge and RSA Examinations)
Head office
Telephone: 01223 552552
Facsimile: 01223 552553

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 **Cambridge
Assessment**

