

## Wednesday 22 May 2019 – Morning

### LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA

**05843/05844/05845/05846/05875** Unit 1: Media products and audiences

**Time allowed: 2 hours**  
**C360/1906**



**You must have:**

- The Insert (C361)

Please write clearly in black ink.

Centre number

Candidate number

First name(s) \_\_\_\_\_

Last name \_\_\_\_\_

Date of Birth

#### INSTRUCTIONS

- The Insert will be found inside this document.
- Use black ink.
- 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.
- Refer to the Insert provided when answering questions in Section A.

#### INFORMATION

- 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.

FOR EXAMINER USE ONLY	
Question No	Mark
Section A:	
1	/10
2	/10
Section B:	
3	/4
4	/4
5	/4
6	/6
7	/12
8	/6
9	/4
10	/20
<b>Total</b>	<b>/80</b>

**SECTION A**

Answer **all** the questions.

**1 Use Fig. 1 and Fig. 2 and your own knowledge to answer the following questions.**

**(a) (i)** Identify **two** interpretations that can be made about the audiences of BBC1 and BBC2 in July 2018.

1.....

2.....

**[2]**

**(ii)** Identify **two** interpretations that can be made about the audiences of ITV1 and ITV2 in July 2018.

1.....

2.....

**[2]**

**(b)** Suggest **three** reasons that might explain any of the interpretations you made in part **1(a)**.

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2.....

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3.....

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**[6]**

**2 Use Fig. 3 and your own knowledge to answer the following questions.**

**(a)** Explain **two** possible reasons that the Metro has had the smallest change in its year-on-year circulation figures.

Use your wider understanding about print products and examples to support your answers.

1.....  
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2.....  
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**[4]**

**(b)** Explain **one** reason why The Sun has a higher circulation than the Daily Mail.

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**[2]**

**(c)** Media institutions need to identify future market possibilities so that they are successful.

Explain **two** ways that the Sun and/or the Daily Mail could increase their circulation and readership.

Use your wider understanding about digital media products and examples to support your answers.

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2.....  
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**[4]**

**SECTION B**

Answer **all** the questions.

**3** Explain **two** benefits of synergy for specific conglomerate institutions you have studied.

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2 .....

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[4]

**4 (a)** Identify **two** disadvantages of working for an independent digital media company.

1 .....

2 .....

[2]

**(b)** Explain **one** way that you could overcome **one** of the disadvantages you identified in part **4(a)**.

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[2]

5 Explain **two** different ways that media research organisations can collect data.

Use examples to support your answer.

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2 .....

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[4]

6 Identify **two** ways that technological convergence has had an impact on the distribution of media products. Explain **one** advantage of **each** way.

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2 .....

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[6]



8 Explain **three** reasons why audiences use media products.

Use examples to support your answer.

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3 .....

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[6]

9 Explain **two** ways that a newspaper and a radio station might use social media differently.

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2 .....

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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(b) 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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