

Wednesday 5 June 2019 – Morning

LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA

05843/05844/05845/05846/05875 Unit 6: Social media and globalisation

Time allowed: 1 hour 30 minutes
C364/1906



You may use:

- no materials required

Please write clearly in black ink.

Centre number

Candidate number

First name(s) _____

Last name _____

Date of Birth

INSTRUCTIONS

- 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.

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.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/6
2	/6
3	/7
4	/5
5	/6
6	/30
Total	/60

SECTION A

Answer **all** the questions.

- 1 (a) Identify **three** advantages of globalisation in the internet age.

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[3]

- (b) Explain **one** way that using social media could be seen to contradict the concept of the global village.

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- 2 Explain **two** ways that online technologies have allowed consumers to create new media products. Use examples to support your answer.

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- 3 (a) Explain **one** way that online technologies and social media have changed how businesses recruit new personnel. Use examples to support your answer.

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- (b) Describe **two** advantages of using collaborative software when generating ideas for a new product. Use examples to support your answers.

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4 (a) Explain **one** way that the role of regulatory bodies impacts on the content that news providers post on their social media channels.

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(b) Identify **one** negative consequence that individuals face when posting content on social media and explain how this could be avoided.

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5 Explain how **two** social media channels have been used to create brand awareness for a **single** product or brand you have studied.

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Turn over for the next question

SECTION B

InSynnk Apps is a game and app design company. They have developed an idea for a new app, called InTouch. InTouch aims to encourage young people and young professionals to shop locally, access their local library, talk to friends, engage in events at their local community centre and plan fundraising activities for local charities. The fact that it is local is its unique selling point.

The app is aimed at 18-35 year olds.

Community centre leaders across the country have said they believe the app would be a good idea. Holiday company Tour UK and British online clothes shop UnionGeer have said they would be willing to sponsor the app. They want pop up adverts in the app that will provide information about their products.

The advertising campaign for InTouch will be from June until December, with launch in January.

Social media accounts on Facebook, Twitter, Reddit and Instagram have been set up.

6* Develop a blended marketing campaign that will promote the launch of the 'InTouch' app and include the use of social media channels.

In your campaign, you must include the following aspects:

- Timescales required and key milestones.
- Creative content ideas to promote the app using both traditional advertising and social media channels.
- Legal restrictions and ethical considerations if advertising using social media channels.

You should justify your choices and decisions made.

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END OF QUESTION PAPER

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 3(b).

A vertical line on the left side of the page is followed by 25 horizontal dotted lines, providing a ruled area for writing answers.

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