



Oxford Cambridge and RSA

Thursday 9 January 2020 – Afternoon

Level 3 Cambridge Technical in Digital Media

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

Time allowed: 2 hours
C360/2001



You must have:

- the Insert

Please write clearly in black ink.

Centre number

Candidate number

First name(s) _____

Last name _____

Date of birth

INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer **all** the questions.
- Use the Insert to answer the 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 has **12** pages.

ADVICE

- Read each question carefully before you start your answer.

FOR EXAMINER USE ONLY	
Question No	Mark
Section A:	
1	/11
2	/7
Section B:	
3	/7
4	/3
5	/6
6	/16
7	/6
8	/4
9	/20
Total	/80

SECTION A

Answer **all** the questions.

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

- 1 (a) (i)** Identify **three** interpretations that can be made about the relationship between social grade and streaming services.

1

2

3

[3]

- (ii)** Explain **one** of the interpretations in **1(a) (i)**.

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[3]

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

- (b) (i)** Identify **two** differences between the consumption of subscription streaming services for Household size: 3 and Household size: 4.

1

2

[2]

(ii) Explain **one** reason why there is a greater consumption of Now TV in households with children of 0-3 years than consumption of Amazon or Netflix.

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.....
.....
.....
.....
.....[3]

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

2 (a) Identify **three** trends in the value of any of the different forms of entertainment between 2013 and 2017.

1
2
3
[3]

(b) Explain **two** reasons why there was an increase in the value of one of the forms of entertainment between 2016 and 2017. Use examples to support your answer.

Form of entertainment:

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

SECTION B

Answer **all** the questions.

3 (a) Identify **four** advantages of a conglomerate ownership structure.

- 1
- 2
- 3
- 4

[4]

(b) Explain how **one** institution you have studied used its conglomerate ownership structure to advertise one of its digital media brands or products.

-
-
-
-
-
-

[3]

4 Explain **one** reason why joint ventures can be advantageous for independent companies.
Use **one** example from media institutions and/or products to support your answer.

-
-
-
-
-
-

[3]

- 5 (a) Identify **three** production techniques that are used when planning products in a media sector you have studied.

Media sector:

1

2

3

[3]

- (b) Explain how **one** of the production techniques identified in part 5(a) could be used to promote a media product. Use examples to support your answer.

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.....

.....

.....[3]

- 6 (a) Identify **four** editing techniques that were used during the post-production of **one** media product you have studied.

Media product:

1

2

3

4

[4]

7 (a) Identify **three** ways that TV and radio presenters can use social media to interact with audiences.

1

2

3

[3]

(b) Explain **one** advantage of using digital technologies to distribute radio programmes.

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[3]

8 Explain **two** advantages of using a tablet device to watch a TV programme or film.

1

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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 pages. The question numbers must be clearly shown in the margins, for example, 2(a) or 8.

A large vertical rectangular area containing 25 horizontal dotted lines for writing answers.

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



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