



Oxford Cambridge and RSA

**Tuesday 12 January 2021 – Afternoon**

**Level 3 Cambridge Technical in Digital Media**

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

**Time allowed: 2 hours**  
**C360/2101**



**You must have:**

- the Insert

Please write clearly in black ink.

Centre number

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Candidate number

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First name(s)

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Last name

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Date of birth

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**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	/8
2	/10
Section B:	
3	/7
4	/3
5	/6
6	/16
7	/6
8	/4
9	/20
<b>Total</b>	<b>/80</b>

**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 methods used by consumers to access published media material.

1 .....

2 .....

3 .....

**[3]**

**(ii)** Identify the **percentage** of consumers who accessed published media material in print format.

Explain **one** reason for this percentage.

Percentage: .....

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**[3]**

**(b)** Explain **one** reason for the difference between tablet consumption of published media and **one** other format.

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**[2]**

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

2 (a) Identify and explain **three** patterns in the way audiences listen to radio in the UK.

1 .....

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2 .....

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3 .....

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[6]

(b) Identify **two** social media channels that radio producers might use to target 15-24 year-old listeners to promote a new radio programme.

Explain why each would be an effective channel to target these listeners.

1 .....

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2 .....

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[4]

**SECTION B**

Answer **all** the questions.

**3 (a)** Identify **four** media industries that produce digital media products.

- 1 .....
- 2 .....
- 3 .....
- 4 .....

**[4]**

**(b)** Explain how **one** media industry you identified in part **3a** might use online production methods to create new media products.

You must specify at least **one** online production method as part of your answer.

- .....
- .....
- .....
- .....
- .....
- .....

**[3]**

**4** Explain **one** way that horizontal integration can contribute to the process of synergy.

Use an example from media institutions or products to support your answer.

- .....
- .....
- .....
- .....
- .....
- .....

**[3]**

- 5 (a) Identify **three** advertising techniques that were used as part of the marketing and distribution process for a media product you have studied.

Media product: .....

1 .....

2 .....

3 .....

[3]

- (b) Explain why **one** of the advertising techniques identified in part **5a** was used to help make the media product successful.

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[3]

- 6 (a) Identify **four** production techniques used in a media product you have studied.

Media product: .....

1 .....

2 .....

3 .....

4 .....

[4]



7 (a) Identify **three** methods of conducting primary research using online technologies that producers could use to gain audience feedback on a trailer for a new TV programme.

1 .....

2 .....

3 .....

[3]

(b) Explain **one** advantage of using **one** of the methods identified in part 7a.

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[3]

8 Identify and explain **two** differences in how digital media producers target mainstream and niche audiences. Use examples to support your answer.

1 .....

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2 .....

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[4]

**9\*** *'The internet has made it impossible to protect audiences from the negative effects of digital media.'*

Using your knowledge of the effects of digital media and the role of regulation, discuss the accuracy of this statement. Use examples to support your answer.

[20]

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**END OF QUESTION PAPER**

**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 vertical solid line runs down the left side of the page. To its right, there are 25 horizontal dotted lines spaced evenly down the page, providing a grid for writing answers.

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



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