

Tuesday 11 January 2022 – Afternoon

Level 3 Cambridge Technical in Digital Media

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

Time allowed: 2 hours
C360/2201



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)

Last name

Date of birth

D	D	M	M	Y	Y	Y	Y
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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	/11
2	/8
Section B:	
3	/7
4	/6
5	/4
6	/12
7	/8
8	/4
9	/20
Total	/80

Answer **all** the questions.

SECTION A

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

1 (a) (i) Identify **three** interpretations that can be made about how people access audio media.

1

2

3

[3]

(ii) Explain the **term** 'On Demand music service', which is used in **Fig. 1**.

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

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

(b) (i) Identify **two** interpretations about the consumption of live radio.

1

2

[2]

(ii) Explain **one** reason for **one** of the interpretations you have made in **1(b)(i)**.

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

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

- 2 (a) Identify **four** interpretations about the most watched programmes on TV in the week 15th July 2019 to 21st July 2019.

1

2

3

4

[4]

- (b) Explain **two** possible reasons why there is a difference between the devices used to consume Coronation Street and Love Island.

1

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2

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.....

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[4]

SECTION B

3 (a) Identify **four** digital media industry sectors.

- 1
- 2
- 3
- 4

[4]

(b) Explain how **one** product from a digital media industry sector you have studied has been distributed using online technologies.

Product:

.....

Explanation:

.....

.....

.....

[3]

4 (a) Identify **three** ways that vertical integration benefits conglomerate companies.

- 1
- 2
- 3

[3]

(b) Explain **one** reason why media institutions use synergy. Use examples to support your answer.

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[3]

5 Identify **two** post-production job roles and explain how each job role contributes to the production of a media product.

1

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2

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[4]

- 7 (a)** Identify **four** advantages of completing a PEST analysis when producing a media product.

1

2

3

4

[4]

- (b)** Identify and explain **two** reasons why it is useful for media institutions to gather audience feedback on media products that they have produced.

1

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2

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[4]

- 8** Identify and explain **two** advantages of using a subscription streaming service to access digital audio-visual content.

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 page(s). The question number(s) must be clearly shown in the margin(s), for example, 2(a) or 8.

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

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



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