



Oxford Cambridge and RSA

Tuesday 17 May 2022 – Afternoon

Level 3 Cambridge Technical in Digital Media

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

Time allowed: 2 hours
C360/2206



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. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.
- 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	/4
2	/7
3	/9
Section B:	
4	/8
5	/5
6	/12
7	/12
8	/3
9	/20
Total	/80

SECTION A

Answer **all** the questions.

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

1 (a) Identify **one** trend in how audiences access BVOD services.

..... [1]

(b) Define the term 'portable device' and explain how it relates to the consumption of BVOD services.

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

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

2 (a) Identify **three** interpretations that can be made about the daily distribution of SVOD services in the UK.

- 1
- 2
- 3

[3]

(b) Explain **two** reasons for **one** of the interpretations identified in **2(a)**.

Interpretation number from **2(a)**

- 1
-
-
-
-
-
-
-
-
-
-

[4]

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

3 (a) Identify **three** interpretations that can be made about the relationship between social grade and the consumption of print and digital publishing brands.

1

2

3

[3]

(b) Identify and explain **two** differences between men’s and women’s consumption of print and digital publishing brands.

1

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2

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[6]

SECTION B

Answer **all** questions.

4 (a) Identify **three** advantages of public service broadcasting in the UK.

1

2

3

[3]

(b) Explain **two** ways that **one** public service broadcaster you have studied successfully targets individuals.

Use examples from media products to support your answer.

Public service broadcaster:

1

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.....

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2

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[5]

5 (a) Identify **two** ways that horizontal integration can be used to promote a digital media product.

1

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2

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[2]

(b) Explain **one** reason why independent companies find vertical integration difficult.

Use examples to support your answer.

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[3]

6* Discuss how production techniques are used to reinforce genre conventions.

Use examples to support your answer.

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..... [12]

7 (a) Identify **three** secondary sources that you could use to find out why audiences use digital technology to access magazines.

1

2

3

[3]

(b) Identify and explain **two** reasons why it is an **advantage** to use digital technologies to advertise media products.

Use examples to support your answer.

1

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2

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[6]

(c) Explain **one** way that traditional advertising methods can be used to support a social media marketing campaign.

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

8 Identify **three** reasons why media companies might use a SWOT analysis.

1

2

3

[3]

A series of horizontal dotted lines spanning the width of the page, providing a guide for writing answers.

END OF QUESTION PAPER



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