

Wednesday 18 January 2023 – Afternoon

Level 3 Cambridge Technical in Digital Media

05875 Unit 25: Research for product development

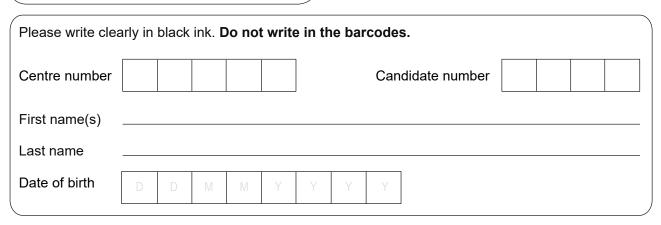
Time allowed: 2 hours

C365/2301

You must have:

· your copy of the Pre-release





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.

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.

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Answer **all** the questions.

1	(a)	(i)	Identify four British actors who have been cast in social realist films.
			1
			2
			3
			4
			[4]
		(ii)	Identify one convention of social realist films and explain how this is created using production techniques.
			Use your experience or research to support your answers.
			[3]
	(b)	(i)	Identify and explain two appropriate geographical filming locations for BestFilmUK's first film.
			1
			2
			4
			[4]

		(ii)	Identify and explain one secondary source that could be used to find out information about potential locations.	
			Use your experience or research to support your answer.	
			[}]
2	(a)		tify two online sources that could be used to find out about the content of video emand services.	
		1		
		2	Γ	 2]
	(b)		tify one purpose of social realist films and explain how this could appeal to the tified target audience.	-
		Use	your experience or research to support your answer.	
				31

3	(a)	Identify three ways vulnerable people could be protected when planning the content for BestFilmUK films.
		1
		2
		3
		[3]
	(b)	Identify two potential legal issues that need to be considered with film production and explain how you could resolve these.
		1
		2

Identify three parts of the marketing mix and explain how each can be used to suplaunch of BestFilmUK.	port the
Use your experience or research to support your answer.	
1	
2	
3	
	[9]

5	(a)	Identify two production documents that would be needed before shooting starts for BestFilmUK's first film.	
		Explain why each document is required.	
		1	
		2	
			[4]
	(b)	Identify and explain one contingency that could be used if a key actor becomes ill during filming.	
			. [3]

6	(a)	Identify one technology company that could sponsor BestFilmUK's first film.
		Explain why they would be suitable.
		[3]
	(b)	Explain two ways that technology companies may benefit from sponsoring films.
		Use your experience or research to support your answer.
		1
		2
		[6]

7	(a)	Identify two advantages of using a boom mic when filming.	
		Use your experience or research to support your answer.	
		1	
		2	
			[4]
	(b)	Identify three types of sound used in a film.	
		1	
		2	
		3	[3]

Identify four methods that BestFilmUK can use to gain audience feedback on their first film.

Explain why each method is suitable.
Justify your answers with reference to your experience or research.
[20]
1
2

3	
	· • •
	· • •
4	

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(b) or 6(a).



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