OCR

Oxford Cambridge and RSA

Tuesday 14 May 2024 – Afternoon

LEVEL 2 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA

Unit 1C: Digital media and emerging technologies

05898/05899

MARK SCHEME

Time allowed: 45 minutes

MAXIMUM MARK   40

Question			Answer	Marks	Guidance
1			C	1	MCQ
2			B	1	MCQ
3			A	1	MCQ
4			D	1	MCQ
5			D	1	MCQ
6			Graphic design and video editing	1	D&D
7			C	1	MCQ
8			A	1	MCQ
9			D	1	MCQ
10			Lose AND impact	1	Fill in Words
11			True	1	True or False
12			D	1	MCQ
13			A and B	1	MCQ
14			D	1	MCQ
15			B	1	MCQ
16			A and C	1	MCQ
17			B	1	MCQ
18			A, D, E	1	MCQ

Question			Answer	Marks	Guidance
19			A and B	1	MCQ
20			D	1	MCQ
21			B and C	1	MCQ
22			C	1	MCQ
23			A	1	Check Box
24			Pop-up advert – A small display window, that suddenly appears in the foreground of the visual interface. Web banner – A rectangular graphic display that stretches across part of a webpage.	1	D&D
25			False	1	True or False
26			A	1	MCQ
27			Audiences and increasing	1	Fill in Words
28			C	1	MCQ
29			B	1	MCQ
30			D	1	MCQ
31			A	1	MCQ
32			B and C	1	MCQ
33			C	1	MCQ
34			C	1	MCQ

Question			Answer	Marks	Guidance
35			Smartphone, Smart TV, Tablet	1	D&D
36			A	1	MCQ
37			A	1	MCQ
38			C	1	MCQ
39			D	1	MCQ
40			C	1	MCQ