



Level 3 Cambridge Technical in Digital Media

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

Time allowed: 2 hours

C360/2406

You must have:

- the Insert (inside this document)



Please write clearly in black ink. **Do not write in the barcodes.**

Centre number

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Candidate number

--	--	--	--

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. 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.

SECTION A

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

1

- (a) Identify **three** interpretations that can be made about the **relationship** between age and the devices used to go online.

1

.....

2

.....

3

.....

[3]

- (b) Explain **one** possible reason for social grade DE having the lowest use of wearable technology.

.....

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.....

.....

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

- (c) Explain **one** possible reason why smart speakers are used less than a tablet device by all age groups to go online.

.....

.....

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.....

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

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

2

(a) Identify **two** interpretations that can be made about the Top 10 Apps in the UK.

- 1
-
- 2
-

[2]

(b) Identify and explain **two** reasons why media industry ownership models might be linked to the Top 10 Apps in the UK.

- 1
-
-
-
- 2
-
-
-

[4]

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

- 3** Explain **two** reasons why the top five programmes watched in the UK between 17th April and 22nd April 2022 were on ITV.

1

.....

.....

.....

2

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.....

.....

[4]

SECTION B

4

(a) Identify **three** differences between **conglomerate** and **independent** media companies.

1

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2

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3

.....

[3]

(b) Identify **one** media conglomerate that you have studied and explain how they use their **structure** to promote their products.

Media conglomerate:

.....

.....

.....

.....

..... [3]

5

(a) Identify **four** specialist **providers** in the computer games industry.

- 1
- 2
- 3
- 4 [4]

(b) Identify **one** job role in the magazine industry and explain its importance in producing a magazine.

Job role:

.....

.....

.....

.....

..... [3]

(c) Identify **two** potential benefits of **cross-media** promotion.

- 1
-
- 2
- [2]

6* Discuss how **audio** is used to create **meaning** about genre in a media product you have studied.

Use examples to support your answer.

..... [15]

7

(a) Explain the term mode of address.

.....

.....

.....

..... [2]

(b) Identify **three** purposes of conducting audience research.

1

2

3 [3]

8

- (a) Explain why **pop-up adverts** are used by media producers.

Use examples to support your answer.

.....

.....

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.....

.....

..... [3]

- (b) Identify **one** method of digital advertising, other than pop-up adverts.

Explain why this method is used by media producers.

Method of digital advertising:

.....

.....

.....

.....

..... [3]

- 9*** Evaluate the potential **ethical** impacts and effects that contemporary media products have on their target audiences.

Use examples to support your answer.

[20]

[illegible]

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