

## Friday 24 May 2024 – Morning

## Level 3 Cambridge Technical in Digital Media

**05843/05844/05845/05846/05875** Unit 6: Social media and globalisation

**Time allowed: 1 hour 30 minutes**

**C364/2406**



No extra materials are needed.



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

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. 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.

## INFORMATION

- The total mark for this paper is **60**.
- 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 **8** pages.

## ADVICE

- Read each question carefully before you start your answer.

**SECTION A****1****(a)** Identify **four** purposes of social media products.

1 .....

2 .....

3 .....

4 ..... **[4]****(b)** Identify and explain **one** way that social media products can be linked to the development of media companies.

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..... **[3]****(c)** Identify **two** advantages for the viewer of using social media when watching television.

1 .....

2 ..... **[2]**

2

(a) Explain how the term **ideology** can be associated with the use of social media.

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..... [3]

(b) Identify and explain **one** way that a social media channel could be used to create a negative impact.

Use an example from a **real media product** to support your answer.

Social media channel: .....

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..... [4]

3 Identify **two** ways that legal regulation is applied to the use of social media.

1 .....

2 .....

[2]

- 4 Identify and explain **two** ethical considerations that affect how social media can be used globally.

1 .....

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2 .....

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[4]

- 5** Compare how **two** different online project development tools might be used by professionals in the music industry.

[8]

**SECTION B**

Fizz Up is a new energy drink made by Soft Pop Drinks UK. Soft Pop want a social media marketing campaign to promote the launch of the new drink and attract potential partnerships. Soft Pop are looking to find partnerships in the music and television industries.

The target audience of Fizz Up is 16–30-year-olds interested in popular culture.

Fizz Up already has a well-liked reality TV star, Jack Duke, signed up as the face of the brand.

You have six months to promote Fizz Up before it goes on sale in supermarkets.

**6\*** Develop a social media marketing campaign that will promote the energy drink, Fizz Up.

In your campaign, you must include the following aspects:

- Creative content for the campaign and key milestones when releasing it
- Social media channels used to reach the full age range of the target audience
- Use of marketing tools to maximise the success of key objectives.

You should justify your choices and decisions made.

**[30]**

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