

Tuesday 4 June 2024 – Afternoon

Level 3 Cambridge Technical in Digital Media

05875 Unit 25: Research for product development

Time allowed: 2 hours

C365/2406



You must have:

- your copy of the Pre-release



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

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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.

1

(a)

(i) Identify **four** technical conventions of extreme sports television programmes.

- 1
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- 2
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- 3
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- 4
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[4]

(ii) Identify **one** secondary source that you used to find information about the technical conventions of extreme sports programmes.

Explain why this was useful to you.

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[2]

(b)

(i) Identify **two** examples of content that might be broadcast on the Extreme Impulse channel.

Explain why each example would be suitable.

- 1
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- 2
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[4]

- (ii) Identify and explain **one** way that a voiceover could be used by Extreme Impulse to engage audiences.

Use your experience or research to support your answer.

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..... [3]

2

- (a) Identify **two** secondary sources of information that could be used to find out the most popular extreme sports in the UK.

1

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2

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[2]

- (b) Identify and explain **one** way that you could catalogue the information you have found.

Use your experience or research to support your answer.

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..... [3]

- (c) Identify **two** specific sources that you could use to find out how to interview people.

1

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2

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[2]

- 3 Identify and explain **two** ways that the broadcast schedule times for Extreme Impulse will affect the content produced.

1

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2

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[6]

- 4 Identify **three products** that Extreme Impulse could feature as brand collaborators for cross-promotion.

Explain why each product would be appropriate considering Extreme Impulse's **target audience**.

Use your experience or research to support your answer.

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[9]

- 5** Identify and explain **two ethical** issues Extreme Impulse will need to consider before creating content for the new channels.

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[4]

- 6** The Extreme Impulse2 channel will broadcast live content.

- (a)** Identify and explain **two** production activities that would require the use of a recce when producing content for Extreme Impulse2.

Use your experience or research to support your answer.

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[6]

- (b) Identify and explain **one** production document, other than a recce, that Extreme Impulse2 will need to produce.

Use your experience or research to support your answer.

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..... [3]

- (c) Identify **two** contingencies that could be set up in case a member of the production team is absent before a live broadcast on Extreme Impulse2.

Explain why each of these might be appropriate.

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..... [4]

7

- (a) Identify **two** ways in which audience feedback can be used to support the launch of Extreme Impulse.

Use your experience or research to support your answer.

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[4]

- (b) Identify **two** social media channels that could be used to market Extreme Impulse.

Explain why each of these would be appropriate.

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[4]

- 8* Identify **four** areas of the **marketing mix** that Extreme Impulse could use to develop an advertising campaign to launch Extreme Impulse2.

Explain why each area would be useful when making decisions about the advertising campaign.

Use your experience or research to justify your answers.

[20]

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END OF QUESTION PAPER

EXTRA ANSWER SPACE

If you need extra space use this lined page. You must write the question numbers clearly in the margin.

The page contains a vertical solid line on the left side, creating a margin. To the right of this line are horizontal dotted lines for writing. There are 25 dotted lines in total, providing ample space for answers.



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