

Friday 17 January 2025 – Afternoon

Level 3 Cambridge Technical in Digital Media

05875 Unit 25: Research for product development

Time allowed: 2 hours

C365/2501



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** UK music artists from before 2000.

1

2

3

4

[4]

(ii) Identify **two** music documentaries you have researched.

1

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[2]

(b) Identify **two** technical conventions of music documentaries.

Explain how each would help FilmChord produce engaging content.

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[4]

(c) Identify **two** reasons why ‘**BBC Motion Picture / BBC Motion Gallery**’ would be an appropriate secondary source to help with the production of FilmChord’s documentaries.

1

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[2]

4 Identify **two** characteristics of target audience demographics.

Explain how each would impact the marketing of the music documentaries.

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[6]

5 Identify and explain **three** production processes that FilmChord would need to use to create engaging content.

Use your experience or research to support your answer.

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[9]

6

(a) Identify and explain **one** legal issue FilmChord will need to consider before using pre-recorded content.

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..... [2]

(b) Identify and explain **one** example of how production paperwork will be used when FilmChord plan interviews with music artists.

Use your experience or research to support your answer.

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..... [3]

7

(a) Identify and explain **two** ways that research findings about where music documentaries are filmed can be used to support the production of planned content.

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[4]

(b) Other than **'People'**, identify and explain **two** areas of the marketing mix that FilmChord would need to consider before advertising their documentaries.

Use your experience or research to support your answer.

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[6]

8

(a) Identify and explain **two** ways social media can be used to gain audience feedback **before** the launch of the video streaming service.

Use your experience or research to support your answer.

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[6]

(b) Other than to help launch the streaming service, identify and explain **two** reasons why FilmChord might collect audience feedback.

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[4]

9* Identify **four** methods of **synergy** that could be used by FilmChord and the public service broadcasters they are working with to promote products.

Explain how each method could be used to successfully promote the music documentaries or the new streaming service.

Justify your answers with reference to your experience or research you have undertaken.

[20]

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END OF QUESTION PAPER

EXTRA ANSWER SPACE

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

This section of the page is a large, empty area for writing answers. It consists of a vertical solid line on the left side, creating a margin, and a series of horizontal dotted lines extending across the page to the right. The dotted lines are spaced evenly down the page, providing a guide for writing.

A large area of the page is reserved for writing, featuring a vertical solid line on the left side and horizontal dotted lines extending across the page.



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