



Oxford Cambridge and RSA

Wednesday 14 May 2025 – Afternoon

Level 3 Cambridge Technical in Digital Media

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

Time allowed: 2 hours

C360/2506

You must have:

- the Insert (inside this document)



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

Centre number

--	--	--	--	--

Candidate number

--	--	--	--

First name(s)

Last name

Date of birth

D	D	M	M	Y	Y	Y	Y
---	---	---	---	---	---	---	---

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.
- 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 **16** pages.

ADVICE

- Read each question carefully before you start your answer.

2
Section A

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

1

(a) Identify **three** differences in the way females and males use media.

- 1
-
- 2
-
- 3
-

[3]

(b) Explain **one** reason for the difference in the ways females and males access the internet.

-
-
-
-
-
- **[3]**

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

2

(a) Identify **three** differences in film viewing methods between 2019 and 2022.

- 1
-
- 2
-
- 3
-
- [3]**

(b) Identify and explain **one** reason for the difference between viewing figures for the cinema between 2019 and 2022.

- Reason
-
- Explanation
-
-
-
- [3]**

(c) Identify and explain **two** possible reasons for the changes in film viewing by streaming in 2022.

- Reason 1
-
- Explanation
-
- Reason 2
-
- Explanation
-
- [4]**

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

3

- (a) Identify **one** difference between 2019 and 2022 about cinema visits for **each** of the **demographic categories** below.

Gender:

.....

Age:

.....

Socio-economic status:

.....

[3]

- (b) Identify and explain **two** possible interpretations of the film viewing habits of 25–34-year-olds in the home.

Interpretation 1

.....

Explanation

.....

Interpretation 2

.....

Explanation

.....

[4]

BLANK PAGE

DO NOT WRITE ON THIS PAGE

Section B starts on the next page

6
Section B

- 4
- (a) Identify **three** differences between private conglomerate structures and public service models of media ownership.
- 1
-
- 2
-
- 3
-
- [3]
- (b) Explain how **one** magazine company you have studied used synergy to promote their publishing products.
- Magazine company:
-
-
-
-
-
-
-
-
- [4]
- (c) Identify the **two** types of **integration** that can form part of a digital media company's structure.
- 1
-
- 2
-
- [2]

5

- (a) Identify and explain **one** role involved in the production stage of film production.

Role

Explanation

.....

.....

[2]

- (b) Explain the **storyboard** artist's role at the **pre-production** stage of film production.

.....

.....

.....

.....

[2]

Turn over for the next question

- 6*** Discuss how **sound** can be used to help audiences understand narrative in an audio-visual media product you have studied.

Use examples to support your answer.

[15]

[illegible]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Turn over for the next question

7

- (a) Explain **one** difference between a **mass/mainstream** and **niche** target audience.

.....

.....

.....

..... [2]

- (b) Identify **two secondary** research methods that might support the production of a new video game.

1

.....

2

.....

[2]

8

- (a) Explain how video-based social media can be used to advertise a product.

.....

.....

.....

..... [2]

- (b) Identify and explain how **one** traditional advertising method was used to market a media product you have studied.

Traditional advertising method

Explanation

.....

.....

.....

..... [3]

9* “In the 21st century, audiences are always affected by the media they consume.”

Discuss how far you agree with this statement.

Use examples and your knowledge about the effects of digital media to support your example.

[20]

This image shows a full page of blank handwriting practice paper. It features multiple sets of horizontal lines, each consisting of a solid top line, a dashed midline, and a solid bottom line, providing a guide for letter height and placement. The lines are evenly spaced across the entire page.

© OCR 2025

[illegible]

**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact The OCR Copyright Team, The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.