

Modified Enlarged 18pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

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

plus your additional time allowance

YOU MUST HAVE:
the Insert (with this document)

Please write clearly in black ink.

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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READ INSTRUCTIONS OVERLEAF



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 (*).

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 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]

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]**

Use examples to support your answer. [15]

11

[illegible]

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]

[illegible]

[illegible]

[illegible]

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.

[illegible]

[illegible]

[illegible]

[illegible]



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