

Modified Enlarged 18pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Friday 16 May 2025 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

Unit 2: Pre-production and planning

Time allowed: 2 hours

plus your additional time allowance

YOU MUST HAVE:
the Insert (with this document)

YOU CAN USE:
an HB pencil

Please write clearly in black ink.

Centre number

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Candidate number

--	--	--	--

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. You can use an HB pencil, but only for illustrations and diagrams.

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 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 (*).

ADVICE

Read each question carefully before you start your answer.

SECTION A

1

(a) Identify THREE resources that Charlie could use as part of their job role.

1 _____

2 _____

3 _____

[3]

(b) Identify ONE location that can be used in the social media promotional video, other than the seating area.

Explain how the location could help promote the new restaurant.

_____ **[3]**

2 Identify TWO possible revenue streams that Ling could research.

Explain why each would be suitable for use by Breswick Kitchen.

1 _____

2 _____

[6]

3 Identify FOUR client requirements from the product brief.

1 _____

2 _____

3 _____

4 _____

[4]

4

- (a) Identify ONE tool that Charlie could use to analyse the product brief.**

Explain how the tool helps them to understand the client's requirements for the printed flyer.

[3]

(b) Identify TWO target audience factors Gabi should consider when planning the radio advert.

Explain how each factor will affect the choice of radio stations that the radio advert will be broadcast on.

1 _____

2 _____

[6]

5

- (a) Identify TWO pre-production documents that Gabi could give to the production team to produce the social media promotional video.**

1 _____

2 _____ **[2]**

- (b) Identify and explain ONE responsibility that Ling has as production manager of the social media promotional video.**

_____ **[3]**

- 6 Charlie has completed a first draft of a visualisation diagram for the printed flyer and a wireframe for the website. You have been asked to review them.**

Compare the SIMILARITIES and DIFFERENCES between a visualisation diagram and a wireframe. [8]

[illegible]

7 Explain TWO legal issues Ling will need to be aware of before Charlie starts the production of the website.

1 _____

2 _____

_____ **[4]**

SECTION B

8 You are helping Charlie plan the printed flyer.

In the space below, draw a PAGE MOCK-UP of the printed flyer that can be shown to Breswick Kitchen.

Marks will be awarded for:

annotations

content

fitness for purpose [9]

- 9 You are helping Charlie plan the 30-second radio advert.**

In the space below, write a SCRIPT for the 30-second radio advert focussing on promoting the restaurant and its unique features.

Marks will be awarded for:

content

fitness for purpose

layout [9]

Evaluate the effectiveness of creating a SITE STRUCTURE DIAGRAM as part of the pre-production and planning process for the Breswick Kitchen website.

[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]



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