



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

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Forename(s)

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Candidate signature

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# Level 3 Technical Level ENTERTAINMENT TECHNOLOGY

## Unit 1 Business for video games

Tuesday 23 January 2018

Morning

Time allowed: 2 hours

### Materials

For this paper you must have:

- pens
- pencils
- simple drawing instruments
- scientific calculator (non-programmable).

### Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

### Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80. There are 50 marks for Section A and 30 marks for Section B.
- There are two sections to this paper.
- Both sections should be attempted.
- Candidates should spend approximately 60 minutes on **Section A** and 60 minutes on **Section B**.

### Advice

Please read each question carefully before starting.

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
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17	
<b>TOTAL</b>	



J A N 1 8 M 5 0 7 6 6 1 0 0 1

G/TI/Jan18/E5

**M/507/6610**

**Section A**Answer **all** questions in this section.**Total for this section: 50 marks**In the multiple choice questions, only **one** answer per question is allowed.

For each question completely fill in the circle alongside the appropriate answer.

CORRECT METHOD



WRONG METHODS



If you want to change your answer you must cross out your original answer as shown.



If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown.

**0 1**

A company has raised investment and needs to report regularly to its investors. The investors want monthly updates on its finances, so the directors agree to provide a monthly version of the

**A** cash-flow spread sheet.☐**B** financial accounts.☐**C** management accounts.☐**D** payroll report.☐**[1 mark]****1****0 2**

Two recent graduates want to start a company. They have been told to write a business plan, primarily because it

**A** demonstrates to clients/partners that the company knows what it is doing.☐**B** ensures that the directors know what their business is trying to achieve.☐**C** is useful to pitch for investment.☐**D** keeps investors informed and engaged.☐**[1 mark]****1**

0 3

In the UK, the intellectual property of programming code is automatically protected by

A copyright.

☐

B design rights.

☐

C patent.

☐

D trademark.

☐

[1 mark]

1

0 4

In which of these scenarios might it be most useful to use the Seed Enterprise Investment Scheme (SEIS)?

A During the process of setting up the company.

☐

B When looking to sell the company.

☐

C When raising £1 million from a venture capital fund after two years of building the company.

☐

D Whilst trying to raise your first £100 000 investment after six months of running the company.

☐

[1 mark]

1

0 5

A game designer is working with her colleagues to write the documentation for the team to use to develop their next game.

Which of these sections is **not** needed?

A Monetisation and retention loops.

☐

B Game mechanics.

☐

C Technical plan.

☐

D Company overview.

☐

[1 mark]

1

Turn over ►



0 6

Agile is recommended as a project management style for game development because

- A** of its ability to add features all through development.
- B** it allows you to plan every task in detail from the start of the project.
- C** it ensures you don't make changes as you go through development.
- D** it focuses on implementing and testing features as early as possible.

☐☐☐☐

[1 mark]

1

0 7

Two 'indie' game developers are making a game together, working part-time from home when they have time around their day jobs. They have no external funding and are planning to self-publish the game without any marketing budget.

Which of the following are they most likely to rely on to engage with their customers?

- A** Advertising.
- B** Business development.
- C** Community management.
- D** Engaging with media outlets.

☐☐☐☐

[1 mark]

1

0 8

The most 'open' platform for getting a game to market is

- A** iOS App Store.
- B** Nintendo DS.
- C** Steam.
- D** Xbox One.

☐☐☐☐

[1 mark]

1





1	0
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**[6 marks]**

[illegible]

6





1	2
---	---

**[6 marks]**

[illegible]

6







1	4
---	---

**[6 marks]**

[illegible]

6





**Total for this section: 30 marks**

1	6
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Identify and explain **four** key aspects of the marketing strategy, why each aspect is important and what would be involved in developing each of them.

**[15 marks]**

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*Do not write  
outside the  
box*

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15

**Turn over for the next question**

**Turn over ►**



**[15 marks]**

[illegible]

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outside the  
box

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15

END OF QUESTIONS



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ANSWER IN THE SPACES PROVIDED**

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