



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

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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TOTAL	



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Section AAnswer **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 2

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 3

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box**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**

0 4

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Three experienced game developers want to start a studio and need to raise investment to make their first game. They are trying to work out which type of business entity would best serve their purpose.

Identify **three** types of business entity that exist in the UK, and give **one** reason why they either should or should not use each type.

[6 marks]

6

Turn over for the next question

Turn over ►



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Aleksi is the sole founder of a game development studio. He raised equity investment from a group of three angel investors several years ago. He has found one of the investors difficult to work with and is considering how he can end his relationship with her. The angel investors each own 25% of the business. The shareholder's agreement includes drag-along rights and standard voting rights.

Identify **three** ways in which Aleksi could end his relationship with his investor and explain the implications of each.

[6 marks]

6



1 | 1

A game development studio has been running for six months and has a working prototype for a game. They want £1 million equity investment into their company, to take their game to market and also help grow their business longer term.

State **three** types of organisation they could approach for funding. For each organisation, explain whether or not they would be appropriate for this studio and why.

[6 marks]

6

Turn over for the next question

Turn over ►



A private equity firm is considering investing in a development studio with a turnover of £10 million. The studio currently has a gearing of 10%, is wholly owned by the founders and is looking for £25 million in equity investment. The equity firm is considering what investment structure to offer the studio to balance their risk versus reward.

Identify **three** options that the equity firm might consider to reduce their risk and why each of these would help.

[6 marks]

6



A studio is making a multiplayer first person shooter game using a third-party game engine. The producer is deciding for which job roles they need to hire staff. He can only hire three programmers and wants specialists rather than generalists.

Which **three** programming specialisms are essential. Explain the reasons.

[6 marks]

6

Turn over for the next question

Turn over ►



1 4

A game designer is designing a new mobile game. She has two types of loop to design.

State what these loops are, their purpose, and for which types of game they are most commonly used.

[6 marks]

6



1 | 5

A game designer learns that his company is going to start making games that require live services, which means that the games will require on-going development and support beyond release. This will affect the way they structure their team and production processes.

Identify **two** types of games which use this model. Explain the ways in which it might affect both the team structure and its production processes.

[6 marks]

6

Turn over for Section B

Turn over ►



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Section B

Answer **all** questions in this section.

Total for this section: 30 marks

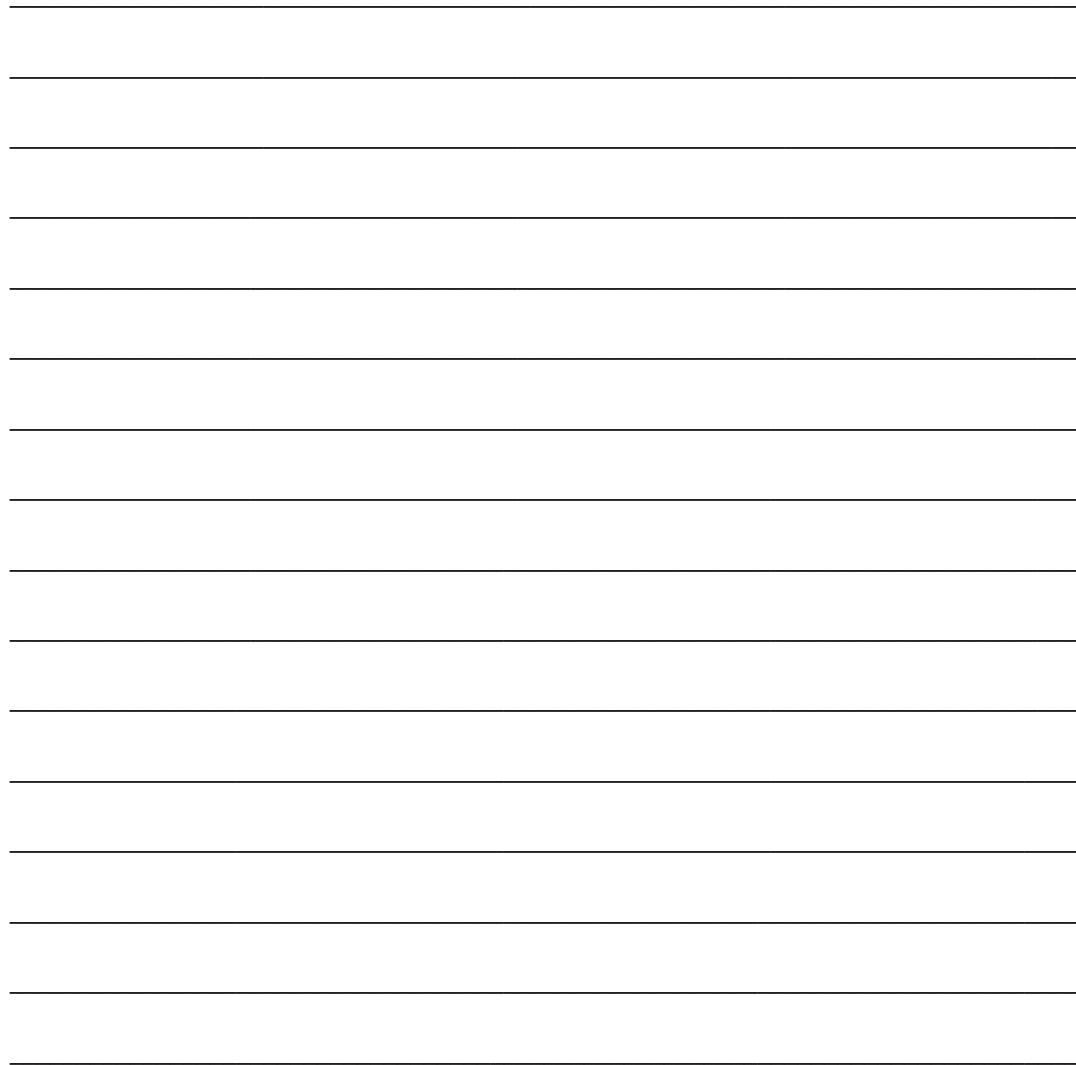
1 | 6

You are the CEO of a games company and currently have a team that includes you, your business partner, the Design Director, three programmers and two artists. You are planning to self-publish your first title, which is a premium game for Windows on PC, to be released on Steam.

As the CEO, one of your responsibilities is to work out the marketing strategy for the game. You have raised investment which includes £50 000 to spend on marketing.

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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15

Turn over for the next question

Turn over ►



Mijako and Tim have been developing an idea for a start-up business, which will provide a new type of cloud-based project management software that they believe, primarily, will be useful to game developers, but also potentially to other industries. They are planning to pitch to investors for funding, and need to assess the market opportunity.

Use Porter's Five Forces to analyse Mijako and Tim's business opportunity.

[15 marks]



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END OF QUESTIONS



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ANSWER IN THE SPACES PROVIDED**

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