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Centre number

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# Level 3 Technical Level ENTERTAINMENT TECHNOLOGY

## Unit 1 Business for video games

Tuesday 12 June 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 in 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 |      |
|--------------------|------|
| Question           | Mark |
| 1–8                |      |
| 9                  |      |
| 10                 |      |
| 11                 |      |
| 12                 |      |
| 13                 |      |
| 14                 |      |
| 15                 |      |
| 16                 |      |
| 17                 |      |
| <b>TOTAL</b>       |      |



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G/TI/Jun18/E3

**M/507/6610**

**Section A**Answer **all** questions in this section.**0 1**

A UK based independent games developer is set up as a sole trader. He has released a game but has not made as much money as he anticipated. He cannot pay all the invoices that his business is liable for; this means

Tick (✓) **one** box.**[1 mark]**

- A** he is personally liable for payments due to HMRC but not to private suppliers.
- B** he is personally liable for all payments due.
- C** if he closes his business he will not have to pay anything back.
- D** he will not be able to start another business for 5 years.

☐☐☐☐**0 2**

A UK based small game development studio is forecasting a turnover of £85 000 during its next financial year and is trying to work out whether the business should be registered for VAT. The VAT threshold currently is

Tick (✓) **one** box.**[1 mark]**

- A** £64 000
- B** £72 000
- C** £85 000
- D** £95 000

☐☐☐☐

0 3

A group of investors is assessing a potential investment into a games middleware company. The investors are particularly focusing on the forecast internal rate of return, because it primarily

Tick (✓) **one** box.

[1 mark]

- A** allows them to see how profitable their investment would be.
- B** allows them to see how quickly they are going to get their money back.
- C** helps assess the risk of the investment.
- D** shows them whether the directors can manage cashflow effectively.

☐☐☐☐

0 4

The sole director and shareholder of a game development studio wants to sell his business because he is struggling to make enough money to keep it going. His team has managed to raise investment to buy the business. This is called

Tick (✓) **one** box.

[1 mark]

- A** an equity investment.
- B** an initial public offering.
- C** an insolvency.
- D** a management buy out.

☐☐☐☐

0 5

A game producer is mapping out the dependencies between tasks on their project. To do this the game producer needs to

Tick (✓) **one** box.

[1 mark]

- A** create an asset list.
- B** define the critical path.
- C** write the game design document.
- D** work with the technical director to write the technical plan.

☐☐☐☐

Turn over ►



0 6

A game user experience designer is working on a game. Their primary role is to

Tick (✓) **one** box.

[1 mark]

**A** create the 2D interface art assets.

☐

**B** create the user flow and wireframes.

☐

**C** decide what features are in the game.

☐

**D** write the GDD.

☐

0 7

A game design team in a large studio is working out what analytics it needs to track in the free-to-play mobile game that it is currently developing. The game design team starts by defining what the data gathering is primarily for. This is

Tick (✓) **one** box.

[1 mark]

**A** to give to ad networks so they can better target the ads in the game to their users.

☐

**B** to improve the gameplay.

☐

**C** to show investors how the game is doing.

☐

**D** to tell press to get more PR.

☐

0 8

Which of these is a marketing activity that is least likely to be used to market a game?

Tick (✓) **one** box.

[1 mark]

**A** Product Placement

☐

**B** Relationship Marketing

☐

**C** Search Engine Marketing

☐

**D** Telemarketing

☐

8





1

0

6





|   |   |
|---|---|
| 1 | 2 |
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**[6 marks]**

[illegible]

6







|   |   |
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| 1 | 4 |
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A producer is learning about Agile project management for the first time. She is trying to learn whether she should recommend switching to Agile from Waterfall within her studio.

|   |   |   |   |
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Explain **three** benefits of Agile Project Management.

[3 marks]

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Explain **three** benefits of Waterfall Project Management.

[3 marks]

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**[15 marks]**

[illegible]

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**Turn over for the next question**

**Turn over ►**



1 7

A studio launched a mobile free-to-play game 3 months ago. The studio is now assessing the data it has gathered and comparing it to its forecast, to help it decide whether to go to a full launch at this time. The following are some of the analytics the studio has gathered.

Table 1

|                            | Forecast  | Actual Figures After 3 Months |
|----------------------------|-----------|-------------------------------|
| Facebook user base         | 1 200 000 | 1 200 000                     |
| Organic user base          | 10.0%     | 20.0%                         |
| Paid Acquisition           | £1.00     | £1.00                         |
| Monthly direct acquisition | £10 000   | £12 000                       |
| d2 Retention               | 40.0%     | 20.0%                         |
| d7 Retention               | 20.0%     | 30.0%                         |
| d30 Retention              | 12.0%     | 5.0%                          |
| d90 Retention              | 6.0%      | 20.0%                         |
| Average IAP £              | £1.99     | £2.49                         |

Use **Table 1** to analyse the data and give suggestions for something the studio might want to look at to improve an area of weakness.

In your answer you should:

- explain what the terms mean in the left hand column
- identify how the actual figures have differed from the forecast in positive or negative ways
- assess how the game is doing and make comparisons between the forecast and actual figures.

[15 marks]

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**END OF QUESTIONS**



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