



# AQA Level 3 Foundation Technical Level Entertainment Technology: Video Games Art and Mechanics Business for Video Games

Unit Number: M/507/6610

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## Specimen Question Paper

**Time allowed:** 2 hours

### Instructions

- Use black ink or black ball-point pen.
- 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

- There are two sections to this paper.
- Both sections should be attempted.
- Learners should spend approximately 60 minutes on Section A and 60 minutes on Section B.
- There are 80 marks available on this paper.
- The marks for the questions are shown in brackets.

### Advice

- Please read each question carefully before starting.

Please write clearly, in block capitals, to allow character computer recognition.

Centre number      Learner number

Surname

Forename(s)

Learner signature \_\_\_\_\_

## SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES

## 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 answer 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**

Simon is planning to startup a business with his new business partner Jess. The business will be a game development studio which makes its own games. He plans to raise investment and build the company so that he can eventually sell to a larger company.

Which one of the following types of company would be the best option for his new business?

A Limited Liability Partnership B Private Limited Company C Public Limited Company D Sole Trader **[1 mark]****0 2**

Once Simon has setup his company, he needs to raise investment. Simon is 23 and has just finished his Masters degree in business, which he took after working in a media company for 5 years. He has put together a comprehensive business plan and financial forecasts which he worked on with Jess, who is 22 and has just finished a degree in game development.

Which of the following is likely to be the biggest risk area in terms of the team's experience that would make investors nervous about investing?

A Ability to deliver on the financial forecasts they have produced

## SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES

B Ability to make and release a game within their budget and to their schedule

C Ability to put together a business plan that can work

D Ability to run a business

[1 mark]

**0 3**

Simon and Jess need to look at where they raise their money from. They know they want to raise investment from an angel investor, but they think they may be able to get other types of funding as well.

Which of the following are Simon and Jess most likely to be able to get to accompany the angel investment?

A) A bank loan

B) Games tax relief

C) Project finance

D) Work for hire projects

[1 mark]

**0 4**

Simon and Jess get an investment offer of £200,000 in return for 45% of their business. Before deciding whether to accept the offer, they look at the deal terms.

Which of the following will be a required position for the investors to take, to invest in their business?

A) Chairman of the board

B) Director

C) Non-executive director

D) Shareholder

[1 mark]

**0 5**

In Simon and Jess's company, Jess takes the role of managing the development of their game, so she needs to plan the development process.

Which of the following would she most likely use to work out the dependencies between tasks on the project?

A) Asset list

B) Critical path

## SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES

C Milestone breakdown

D Task list

[1 mark]

0 6

Jess also realises that she needs to plan for continued development of their game after it is launched. Their game is going to be 'free to play' with in-app purchases.

Which of the following is the most important system to build into the game to support this continued development?

A Analytics

B Game update server

C Level editing

D Monetisation

[1 mark]

0 7

Whilst Jess is planning the game development, Simon is focusing on the business. He needs to be able to keep track of how their business is doing on a weekly basis.

Which of the following tools would be best suited to use to do this?

A Cashflow spreadsheet

B Financial accounts

C Management accounts

D Tracking expenses

[1 mark]

0 8

One of Simon and Jess's tasks is to decide on a name for their game, and then get a logo and branding guidelines created. They need to protect the Intellectual Property of the name and brand.

Which of the following is the best type of protection for them to use?

A Copyright

B Patent

C Trademark

D Design rights

[1 mark]

## SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES

0 | 9

Simon and Jess are still looking for investment as they didn't like the first offer they had received. A new investor is interested but has asked for a more detailed business plan, and she has suggested what sections she would like to see in it.

State three of the sections that an investor is likely to want to see in any business plan, and describe what those sections would be about.

[6 marks]

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1 | 0

Simon and Jess have raised their funding and now need to start hiring people. They need to work out what roles they need to hire.

State six roles they would need and explain why they would need those roles. Four should be roles involved in making the game, and two should be roles that would be involved in taking the game to market.

[6 marks]

## **SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES**

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1 | 1

Once they have a team in place, Jess sits down with the production team to talk through the project plan, starting with the milestones that they need to meet.

State three of the milestones that she is likely to have in her plan, and describe what each of these milestones usually entails?

[6 marks]

## **SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES**

1 | 2

Simon has setup a meeting with their new accountant and their new bookkeeper. The meeting is to agree between them who will do what in terms of the financial management and tools of the business.

State one financial tool you would expect Simon to manage, another that you would expect the accountant to manage, and another that you would expect the bookkeeper to manage, and describe what each of them are.

**[6 marks]**

## **SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES**

1 3

Jess and Simon know that they want to release initially on one platform and then expand to further platforms later. They are going to self-publish so they have raised £1million to market their game. This gives them good financial backing but also means they need to make a lot of money from the game to keep their investors happy.

State what is the most likely platform that they have decided to release on first and describe why with a full description?

[6 marks]

## SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES

1 | 4

Simon and Jess chose to make their game ‘free to play’, and to make money by selling in-app purchases in the game. Their game is a puzzle game, with lots of progression and they expect players to play for short periods of a time, but keep coming back every day for months. They are also considering having advertising in the game as well.

Explain, with a full description, why they have chosen this business model, and how this business model has evolved in the industry over the last 15 years.

[6 marks]

## SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES

1 | 5

Simon and Jess's business plan is to make lots of games based on the same technology they build for their first game. In the future they want to exit the business, probably by selling it to a larger company.

a) State what Intellectual Property they will have created by the time they exit.

**[2 marks]**

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a) Describe why Intellectual Property is important for their plans.

[2 marks]

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b) What implications do their chosen funding and publishing models have on their Intellectual Property?

[2 marks]

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**SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES**

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ANSWER IN THE SPACES PROVIDED**

## SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES

## Section B

Answer **both** questions in this section

**Total for this section: 30 marks**

1 | 7

**Running a business is a personal challenge for the directors. Their ability to know what they are getting in to, what their own strengths and weaknesses are, building their skills and being able to face challenges are possibly the biggest reasons that any business succeeds or fails.**

If you started a business in the games industry in the next 6 months, in terms of the market but also in terms of your personal goals, what sort of business would you start and why?

What key skills do you think you would need to learn to be able to effectively run the business long term, and what personality traits do you think you have that are either a strength or a weakness to being a good director of a business.

[15 marks]

## **SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES**

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ANSWER IN THE SPACES PROVIDED**

## SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES

1 8

**'Pocket Pets'** are a leading toy brand that sells collectable miniature figures of different animals, from dogs and cats, to lizards and pandas. Their primary audience is kids aged 5-8 years old, 60% girls, 40% boys, in the UK and USA. Their toys are sold in all major toy shops, supermarkets and online.

**Pocket Pets Ltd wants to expand into video games, as they believe that their existing audience would buy a video game based on their brand. They see this as a major extension to their brand, a new way to bring in revenues from their existing market, and something they want to build long term.**

*They are looking for ideas on what game they should make. You work for a game development studio that is approached to put together a game design concept for the brand.*

Propose a game design idea that is suitable for Pocket Pets existing market, including what the game will be, platform(s) and business model. Describe the steps that you go through to come up with the game design and justify the decisions you have made including comparisons to other games.

[15 marks]

## **SPECIMEN MATERIAL – BUSINESS FOR VIDEO GAMES**

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