

**OCR**

Oxford Cambridge and RSA

**Level 3 Cambridge Technical in Digital Media****05843/05844/05845/05846/05875****Unit 6: Social media and globalisation****Friday 13 January 2017 – Afternoon****Time allowed: 1 hour 30 minutes****You must have:**

- none

First Name

Last Name

Centre  
NumberCandidate  
NumberDate of  
Birth**INSTRUCTIONS**

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- Additional paper may be used if required but you must clearly show your candidate number, centre number and question number(s).

**INFORMATION**

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [ ].
- Quality of extended response will be assessed in questions marked with an asterisk (\*).
- This document consists of **12** pages.

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Question No	Mark
1	/7
2	/8
3	/5
4	/2
5	/8
6	/30
<b>Total</b>	<b>/60</b>

**SECTION A**

Answer **all** the questions.

1 (a) Identify **one** benefit of accessing social media channels via an app.

.....  
.....[1]

(b) Identify **two** purposes of social media products for media audiences.

1 .....

.....

2 .....

.....[2]

(c) Explain how **two** functions of social media products have changed traditional distribution and consumption of media content.

1 .....

.....

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.....

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2 .....

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.....[4]

2 (a) Explain **three** ways that social media products might be advantageous for amateur media producers.

1 .....

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.....

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2 .....

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.....

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3 .....

.....

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.....

[6]

(b) Identify **two** potential problems that public figures may face when using social media products.

1 .....

.....

2 .....

.....

[2]

3 (a) Explain **two** reasons why the concept of globalisation is related to the use of social media products.

1 .....

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.....

.....

2 .....

.....

.....

..... [4]

(b) Identify **one** advantage of globalisation for media producers with reference to the increased use of social media.

.....

..... [1]

4 Identify **two** reasons why users should regulate the content they upload when using social media products.

1 .....

.....

2 .....

.....

[2]









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