

OCR

Oxford Cambridge and RSA

Level 3 Cambridge Technical in Digital Media**05843/05844/05845/05846/05875****Unit 1: Media products and audiences****Tuesday 9 January 2018 – Afternoon****Time allowed: 2 hours****You must have:**

- Insert C361

First Name						Last Name				
Centre Number						Candidate Number				
Date of Birth	D	D	M	M	Y	Y	Y	Y		

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.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

INFORMATION

- Refer to the insert provided when answering Questions 1, 2 and 3.
- The total mark for this paper is **80**.
- 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.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/10
2	/6
3	/4
4	/12
5	/4
6	/12
7	/6
8	/6
9	/20
Total	/80

Answer **all** the questions.

1 Use Fig. 1 in the insert and your own knowledge to answer the following questions.

(a) Explain the term 'demographic data'.

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.....[2]

(b) (i) Explain **two** interpretations that could be made about the target audience of the Daily Express.

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.....[4]

(ii) Identify **two** differences in the readerships of The Daily Telegraph and The Guardian.

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.....[2]

(c) Explain the difference between 'readership' and 'circulation'.

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.....[2]

2 Use Fig. 2 in the insert and your own knowledge to answer the following questions.

(a) Explain **one** interpretation that can be made about the way in which print products are accessed by audiences from the data provided.

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.....[2]

(b) From your wider knowledge of target audience describe **two** possible reasons why more people might access The Guardian rather than The Sun via a portable device.

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.....[4]

3 Use Fig. 3 in the insert and your own knowledge to answer the following question.

Explain **two** possible reasons for differences in listenership between two stations of your choice from the data provided.

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[4]

4 (a) Explain **two** advantages of vertical integration, using examples from a media company you have studied to support your answers.

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[4]

(b) Explain **two** ways that an independent company you have studied created successful media products. Use examples to support your answer.

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[6]

(c) Identify **two** advantages of using synergy in a media sector that you have studied.

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[2]

5 Explain how **two** elements of the pre-production process can be used to contribute to the early marketing of a media product you have studied.

1

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2

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[4]

7 Explain **two** ways that below the line advertising has contributed to the success of a media product you have studied. Use real media products/examples to support your answer.

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2.....
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[6]

8 (a) Identify **two** media research organisations.

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2.....

[2]

(b) Describe **two** advantages for media research organisations in using quantitative data.
Use examples to support your answer.

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[4]

A series of horizontal dotted lines for writing.

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s) – for example 1(a) or 2(b).

A large rectangular area containing 25 horizontal dotted lines for writing answers. A solid vertical line is on the left side of the area.

A vertical line is positioned on the left side of the page. To its right, there are 25 horizontal dotted lines spaced evenly down the page, providing a guide for handwriting practice.



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