

## Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

### Unit 1: Media products and audiences

Wednesday 23 May 2018 – Morning

Duration: 2 hours

C360/1806



**You must have:**

- the 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 in Section A.
- 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
Section A: 1-2	/14
Section B:	
3	/10
4	/4
5	/6
6	/12
7	/4
8	/10
9	/20
<b>Total</b>	<b>/80</b>

**SECTION A**

Answer **all** the questions.

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

**(a)** Explain what the term ‘DAB’ means and state one advantage to the consumer of using DAB.

.....  
.....  
.....  
.....[2]

**(b)** Explain **two** reasons why listening to radio via apps is less popular than listening via digital television (DTV).

1.....  
.....  
.....  
.....  
.....  
2.....  
.....  
.....  
.....[4]









7 Identify **four** methods for collecting audience feedback used by media producers for specific media products you have studied.

1 .....

.....

2 .....

.....

3 .....

.....

4 .....

.....

[4]

8 (a) Explain **two** ways that viral marketing methods contributed to the success of digital media products you have studied.

1.....

.....

.....

.....

2.....

.....

.....

.....

[4]

(b) Explain **three** advantages of below the line advertising. Use specific examples to illustrate your answer.

1.....

.....

.....

.....

2.....

.....

.....

.....

3.....

.....

.....

.....

[6]





**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 with a solid vertical line on the left side and horizontal dotted lines across the page, providing space for writing answers.

---

**OCR**  
Oxford Cambridge and RSA

Copyright Information:

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.