

OCR

Oxford Cambridge and RSA

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
NumberCandidate
NumberDate of
Birth

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D

M

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Y

Y

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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
Total	/80

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.

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.....[2]

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

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

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

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2

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3

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4

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[4]

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

1.....

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2.....

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[4]

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

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3.....

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[6]

A series of horizontal dotted lines for writing, spanning the width of the page.

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 area of horizontal dotted lines for writing answers, spanning most of the page width and height. The lines are evenly spaced and extend across the page, providing a guide for handwriting.



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