

**OCR**

Oxford Cambridge and RSA

**Level 3 Cambridge Technical in Digital Media****05843/05844/05845/05846/05875****Unit 6: Social media and globalisation****Monday 4 June 2018 – Morning****Duration: 1 hour 30 minutes****C364/1806****You must have:**

- no materials required

First Name

Last Name

Centre  
NumberCandidate  
NumberDate of  
Birth

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**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**

- 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.

**FOR EXAMINER  
USE ONLY**

Question No	Mark
1	/10
2	/7
3	/4
4	/5
5	/4
6	/30
<b>Total</b>	<b>/60</b>

**SECTION A**

Answer **all** the questions.

1 (a) Identify **three** benefits of using a business networking app.

- 1.....
- 2.....
- 3.....

[3]

(b) Explain **two** ways that using a microblogging app can be beneficial for prosumers. Use specific examples to support your answers.

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

(c) Explain **one** way in which a microblogging app is different to a photo sharing app. Use specific examples to support your answer.

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[3]



4 (a) Identify **two** contemporary case studies that reflect concerns about social media products and young people.

1.....

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2.....

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[2]

(b) Identify a total of **three** organisations and/or public figures who have been accused of using social media inappropriately.

1.....

2.....

3.....

[3]

5 Describe how an online television station and an online newspaper might use **one** particular social media channel differently from each other. Use specific examples to support your answer.

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[4]

**SECTION B**

From The Box is a small independent animation company based in a large city, Warchester. From The Box specialise in making both stop motion and digital animations.

From The Box are launching their first educational webisode series, aimed at 4-8-year-old children, that will be distributed via their YouTube channel. To fit in with their previous work, the main character is a water droplet named 'Drippy Drop' who goes on a different adventure each episode in one of the main city attractions, such as the fire museum. Warchester City Council and Warchester Water like the idea so much that they have both sponsored the production of the series.

The webisode series will launch at the start of September in the hope that local businesses will think about commissioning From The Box to create Christmas TV and online advertisements featuring interesting characters.

- 6\* Develop a marketing campaign for the launch of the 'Drippy Drop' children's webisode series that includes the use of social media channels.

In your campaign, you must include the following aspects:

- Timescales required and key milestones.
- Content ideas that could be used to promote the release.
- Choice of social media channels to promote the release to the target audience.

You should justify your choices and decisions made.

**[30]**

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**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(c) or 5.

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.

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

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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