

OCR

Oxford Cambridge and RSA

Level 3 Cambridge Technical in Digital Media**05875****Unit 25: Research for product development****Thursday 7 June 2018 – Afternoon****Duration: 2 hours****C365/1806****You must have:**

- your copy of the pre-release C366

First Name

Last Name

Centre
NumberCandidate
NumberDate of
Birth

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M

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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

- 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	/15
2	/11
3	/11
4	/5
5	/6
6	/9
7	/6
8	/2
9	/15
Total	/80

- 5 As part of the magazine show format there will be interviews with guests on 'Life in Between'. Identify **two** sources of research that provided you with information about how to conduct interviews. Explain why each source was useful to you.

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[6]

- 6 Flashbang Productions are going to need to use music throughout the programme.
- (a) Identify **one** way that the production team could find music to use in the programme and explain the potential problems that may be associated with the method. You should justify your answer based on your research.

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[3]

(b) Explain **two** ways that Flashbang Productions could reduce the number of problems of using music that they have chosen to use in the programme.

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[6]

7 Flashbang Productions are going to work with the broadcaster to help put together a social media marketing plan that will reach the target audience.

(a) Using your research, identify **two** secondary sources of information that would allow Flashbang to gain ideas about how to market a youth magazine programme.

1.....
2.....

[2]

(b) Choose **one other** source that gave you information about marketing the programme and explain why this was useful to you.

Source:
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[2]

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question number(s) must be clearly shown – for example 2(a) or 7(b).

A large rectangular area containing 25 horizontal dotted lines for writing answers.



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