

Write your name here

Surname

Other names

Centre Number

Learner Registration Number

**Pearson BTEC
Level 1/Level 2
First Award**

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Creative Digital Media Production

Unit 1: Digital Media Sectors and Audiences

Tuesday 20 May 2014 – Afternoon

Time: 1 hour

Paper Reference

21526E

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 Give **one** example of a digital audio product.

.....

(Total for Question 1 = 1 mark)

2 Which **one** of the following is an example of a digital TV product?

- A** Poster
- B** Website
- C** Music video
- D** E-newspaper

(Total for Question 2 = 1 mark)

3 Give **one** example of a production task involved in producing a TV drama.

.....

(Total for Question 3 = 1 mark)

4 Which **one** of the following would be considered part of the post-production process when making a radio programme?

- A** Recording interviews
- B** Researching materials for an interview
- C** Editing recorded materials from an interview
- D** Drawing a storyboard

(Total for Question 4 = 1 mark)

5 Which **one** of the following would **not** be considered a pre-production activity for a television drama?

- A** Undertaking research
- B** Filming scenes
- C** Writing a script
- D** Planning logistics

(Total for Question 5 = 1 mark)



6 Use this scenario to answer questions 6(a), 6(b) and 6(c).

RockingGames, a games production company, has produced a new computer game that it intends to distribute to an audience of under 18s. The company wants to work with other digital media sectors to create products for a campaign to promote the game to the target audience.

(a) RockingGames would like to distribute its game to a wide audience of under 18s.

Give **two** platforms that could be used to **distribute** the game.

(2)

1

2

(b) Give **two** ways in which the TV industry might work with RockingGames on the promotional campaign for the game.

(2)

.....
.....

(c) RockingGames wants to make its game available on a wide range of platforms.

Explain **one** advantage of the game being available on portable or mobile devices.

(2)

.....
.....
.....
.....

(Total for Question 6 = 6 marks)

7 Explain **one** way in which a tablet allows the user to interact with a media product.

.....
.....
.....
.....

(Total for Question 7 = 2 marks)



8 Explain **two** characteristics of the 'uses/gratification' model of audience theory.

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(Total for Question 8 = 4 marks)

9 Listening to radio is an example of media where the audience can be individual consumers.

Give **two** other examples of media that can be consumed in this way.

1

2

(Total for Question 8 = 2 marks)

10 Name the regulatory body responsible for maintaining standards in advertising.

.....

(Total for Question 10 = 1 mark)

11 Give **one** example of an audience demographic.

.....

(Total for Question 11 = 1 mark)



12 Producers use audience research when planning the production of digital media products.

Explain **one** advantage of using audience research.

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.....

(Total for Question 12 = 2 marks)

13 What is meant by primary audience?

.....

(Total for Question 13 = 1 mark)

14 Outline **two** patterns of consumer behaviour used by media producers.

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.....

(Total for Question 14 = 2 marks)



15

John has been given the role of a researcher for a local radio station. The station would like to produce a short programme on the history of the Town Hall.

John starts by looking in the local history section of the library. He finds a book on the history of the Town Hall. He then looks on the internet for photographs of the building, both old and recent. John arranges a meeting with the manager of the local history department to gather further information. He then meets with members of the local history society to ask them about the history of the building.

(a) Identify **one** example of the secondary research John undertakes. (1)

(b) Identify **one** example of the qualitative research John undertakes. (1)

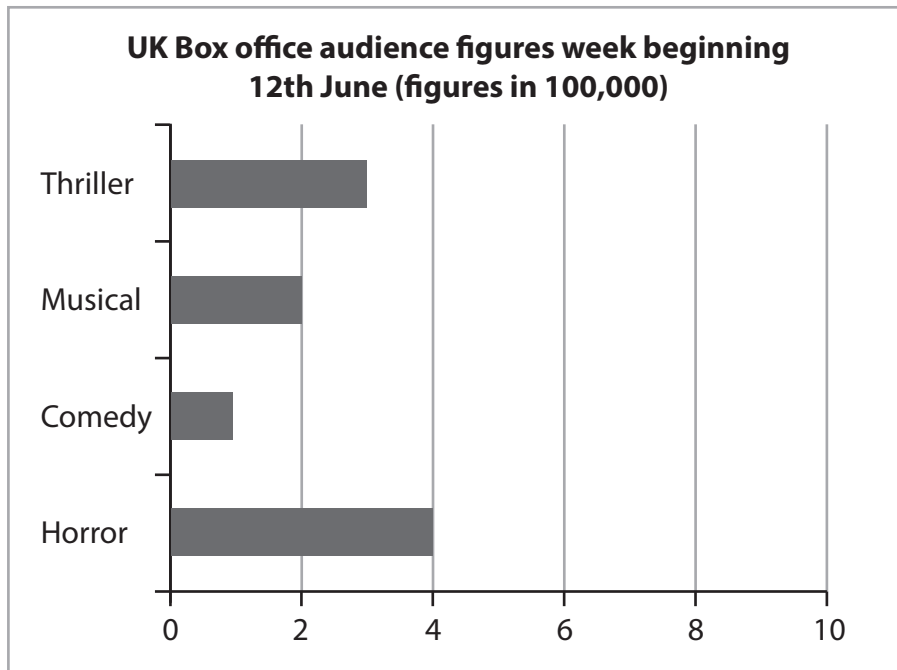
(c) Which **one** of the following forms of research would **not** be appropriate for John to undertake when researching for the radio programme? (1)

- A** Carry out market research
- B** Research existing products
- C** Prepare a questionnaire
- D** Pay a visit to the site

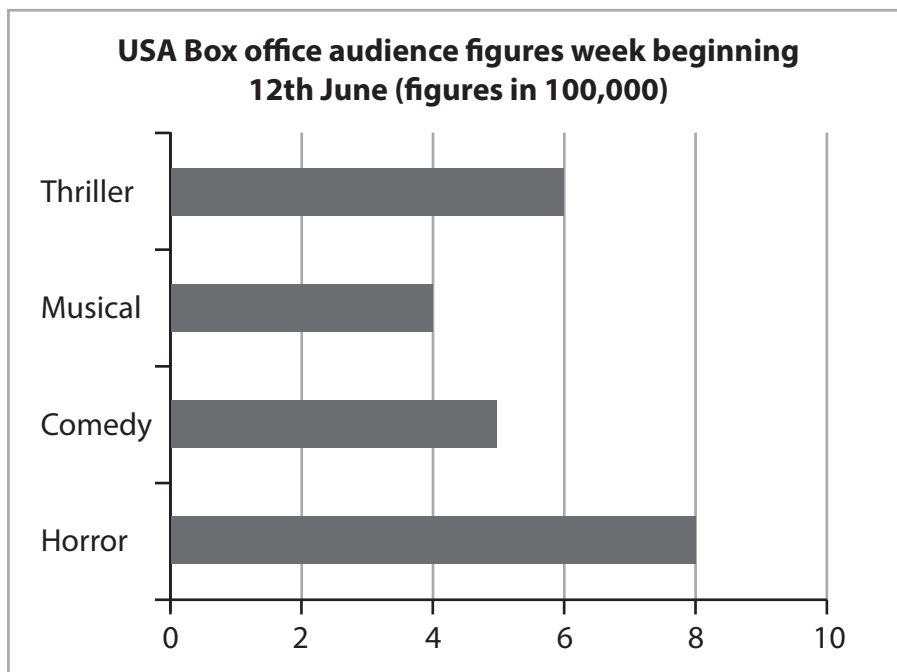


16 Graph A and Graph B below represent the breakdown by genre of films viewed by cinema audiences in the UK and the USA for one week in 2012.

Use the information in the graphs to answer questions 16(a) and 16(b).



Graph A: cinema audience figures by genre in the UK



Graph B: cinema audience figures by genre in the USA



(a) By how much do the USA box office audience figures exceed the UK box office audience figures for the Horror genre?

(1)

(b) Explain **two** reasons why the overall figures for box office audience figures in the USA are higher than those in the UK.

(4)

(Total for Question 16 = 5 marks)



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