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Centre Number					Learner Registration Number				
<b>Pearson BTEC</b> <b>Level 1/Level 2</b> <b>First Certificate</b>									

# Creative Digital Media Production

## Unit 8: Media Industry in Context

Tuesday 13 January 2015 – Morning <b>Time: 1 hour</b>	Paper Reference <b>21647E</b>
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<b>You do not need any other materials.</b>	Total Marks
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### 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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**PEARSON**

**Answer ALL questions**

**1** The BBC is a publicly funded media organisation that relies on the licence fee as a source of income.

Give **one** other source of public funding for media organisations

.....

**(Total for Question 1 = 1 mark)**

**2** Many organisations within the media industry are **not** publicly funded.

(a) Name **two** privately funded media companies.

(2)

1 .....

2 .....

(b) Give **two** benefits for a media company of being funded privately.

(2)

1 .....

.....

2 .....

.....

**(Total for Question 2 = 4 marks)**

**3** Give the name of the governing body of the BBC.

.....

.....

**(Total for Question 3 = 1 mark)**

.....



4 (a) Give **one** benefit for the potential employee of using a CV when applying for a job in the media industry.

(1)

.....

.....

(b) Give **one** drawback of using a CV when applying for a job in the media industry.

(1)

.....

.....

**(Total for Question 4 = 2 marks)**

5 A news organisation requests the CVs of potential employees when recruiting for full-time, permanent jobs.

Give **two** equality issues that the news organisation will need to consider when employing someone for their 24-hour news output.

1 .....

.....

2 .....

.....

**(Total for Question 5 = 2 marks)**



6 Give **one** benefit of being employed by a media organisation on a full-time permanent basis.

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(Total for Question 6 = 1 mark)

7 Working in the media industry means working either collaboratively or independently.

(a) Give **one** advantage of working collaboratively in the media industry.

(1)

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(b) Explain **two** advantages of working independently in the media industry.

(4)

1 .....

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2 .....

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(Total for Question 7 = 5 marks)



**8** A television production company prefers to promote a production assistant to a floor manager rather than recruit a new staff member.

(a) Give **two** advantages of this decision for the company.

(2)

1 .....

.....

2 .....

.....

(b) Explain **one** reason why relying on internal promotion might be a drawback for the television production company.

(2)

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.....

**(Total for Question 8 = 4 marks)**



9 (a) The BBC is a national media organisation.

Name **one** other national media organisation in the UK.

(1)

(b) Many local newspapers are now owned by a small number of national or international organisations.

Discuss the advantages **and** disadvantages of this type of ownership.

(8)

(Total for Question 9 = 9 marks)



**10** Writers are paid a proportion of their fee before they produce their work.

Give the name of this type of payment.

.....

**(Total for Question 10 = 1 mark)**

**11** (a) Name **one** media conglomerate.

**(1)**

.....

(b) Give **two** differences between a media conglomerate and an independently owned media company.

**(2)**

1 .....

.....

2 .....

.....

**(Total for Question 11 = 3 marks)**

.....



**12** The wider use of the internet has led to more community media organisations being set up around the country.

Outline **two** benefits for the audience of this type of organisation being based in their community.

1 .....

.....

2 .....

.....

**(Total for Question 12 = 2 marks)**

**13** A publisher owns a range of magazine titles on subjects including fashion, beauty, cycling and fishing.

This type of ownership is described as 'horizontal integration'.

Explain **one** advantage for the publisher of this type of ownership.

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**(Total for Question 13 = 2 marks)**





14 A major film studio begins production on a mainstream movie.

Explain **two** advantages of the movie being backed by a major film studio.

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**(Total for Question 14 = 4 marks)**

15 Music producers are concerned about illegal file sharing on the internet.

(a) Give **one** impact that file sharing is having on the music industry.

**(1)**

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