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<b>Pearson BTEC</b> <b>Level 1/Level 2</b> <b>First Certificate</b>	Centre Number	Learner Registration Number																				
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# Creative Digital Media Production

## Unit 8: Media Industry in Context

Thursday 18 May 2017 – Afternoon <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. Write your answers in the spaces provided.

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 Identify **one** source of private funding for a media production company.

- A Licence fee
- B Advertising revenue
- C Lottery funding
- D Taxpayers' money

(Total for Question 1 = 1 mark)

2 Identify **one** common feature of a community media organisation.

- A Global presence
- B Market-led
- C Advertised nationally
- D Not-for-profit

(Total for Question 2 = 1 mark)

3 Give **one** benefit to the employee of a fixed term contract.

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(Total for Question 3 = 1 mark)

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4 The following table shows a list of different publications.

Publication
The Sun
The Guardian
Angling Times
Hello
Today's Golfer
FHM
The Mirror
Heat
Surfing Magazine
Daily Mail

Angling Times is a niche publication.

Identify **two** other niche publications from this list.

1 .....

2 .....

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



5 Health and safety laws are an important legal consideration.  
Give **two** reasons why health and safety laws are important.

1 .....

.....

2 .....

.....

(Total for Question 5 = 2 marks)

6 Media companies advise audiences about the content of their products.  
State **one** way they do this.

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(Total for Question 6 = 1 mark)

7 Give **two** benefits of having the watershed.

1 .....

.....

2 .....

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(Total for Question 7 = 2 marks)

8 Working for a client allows media producers to get feedback from the client on their work.

(a) Explain **one** other benefit for media producers of working for a client.

(2)

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Media producers are also often employed on a freelance basis.

(b) Give **one** freelance role within the creative media industry.

(1)

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(c) Give **one** drawback of working freelance.

(1)

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.....

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

**9** Cascade Games owns a number of different production companies in the gaming sector.

(a) Give the name of this type of organisational structure.

(1)

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(b) Explain **two** benefits for Cascade Games of being structured in this way.

(4)

1 .....

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2 .....

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(c) Cascade Games is the company's brand name.

State **one** benefit for Cascade Games of having a strong brand identity.

(1)

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**(Total for Question 9 = 6 marks)**

**10** Goldsby Records wants to make its artists' music available online, but the company is concerned about illegal file sharing.

(a) Explain **one** way Goldsby Records could prevent people from illegally downloading its music.

(2)

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(b) Discuss the impact of illegal downloads on the music industry and consumers.

(8)

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**(Total for Question 10 = 10 marks)**



11 A local media company needs to advertise for new staff.

(a) State **two** disadvantages of using the local press to advertise for new staff.

(2)

1 .....

2 .....

(b) Give **two** benefits of using interactive media as a means of advertising for new staff.

(2)

1 .....

2 .....

**(Total for Question 11 = 4 marks)**

12 Media professionals can showcase their work by creating online portfolios.

(a) Give **two** disadvantages of using online portfolios to showcase work.

(2)

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2 .....

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(b) Another way of showcasing work is to make a showreel.

Explain **two** benefits of using showreels to showcase work.

(4)

1 .....

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2 .....

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**(Total for Question 12 = 6 marks)**

**13** Picture Frame TV employs many permanent staff.

(a) State **two** benefits to the company of employing permanent staff.

(2)

1 .....

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2 .....

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(b) Picture Frame TV wants to commission a new situation comedy (sitcom) for its television channel.

Discuss the legal and ethical issues Picture Frame TV will have to consider in terms of the content of the sitcom.

(8)

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**(Total for Question 13 = 10 marks)**

**TOTAL FOR PAPER = 50 MARKS**

