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Surname					Other names				
Centre Number					Learner Registration Number				
Pearson BTEC Level 1/Level 2 First Certificate									

# Creative Digital Media Production

## Unit 8: Media Industry in Context

Friday 12 January 2018 – 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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**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** Identify **one** common feature of an international media organisation.

- A** Global presence
- B** Local services
- C** Community participation
- D** Falling circulations

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

**2** Identify **one** benefit of a permanent contract.

- A** Flexible working
- B** Creative control
- C** Regular wage
- D** Choice of work

**(Total for Question 2 = 1 mark)**

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**3** Orchid Print chooses to promote a member of staff to the role of journalist.

(a) State **two** benefits to Orchid Print of promoting staff internally.

(2)

1 .....

2 .....

(b) Orchid Print wants new, talented people to join its team.

State **two** benefits to Orchid Print of advertising in the national press.

(2)

1 .....

2 .....

(c) Orchid Print produces independent products.

State **one** characteristic of an independent product.

(1)

**(Total for Question 3 = 5 marks)**

**4** A privately funded TV production company needs to generate income.

Give **two** ways it could do this.

1 .....

2 .....

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



5 The BBC and Channel 4 are public service broadcasters.  
Explain **one** responsibility of a public service broadcaster.

.....

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.....

(Total for Question 5 = 2 marks)

6 UK media broadcasters, such as Channel 4, are regulated by Ofcom.  
Explain **two** responsibilities of Ofcom.

1 .....

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.....

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2 .....

.....

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.....

(Total for Question 6 = 4 marks)

7 A media production company is working for a client.  
State **two** disadvantages of working for a client.

1 .....

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2 .....

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(Total for Question 7 = 2 marks)

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8 Every year the TV industry loses money because of unlawful practices.

Give **two** types of unlawful practice affecting the TV industry.

1 .....

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2 .....

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(Total for Question 8 = 2 marks)

9 State **one** benefit to employees of equality legislation.

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(Total for Question 9 = 1 mark)

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13 State **two** common features of a media cooperative.

1 .....

2 .....

(Total for Question 13 = 2 marks)

14 One benefit of being a privately funded media company is being able to make more money.

Give **two other** benefits of a media company being privately funded.

1 .....

2 .....

(Total for Question 14 = 2 marks)

15 (a) One disadvantage of copyright law is that it limits creativity.

State **one other** disadvantage of copyright law.

(1)

.....

.....



(b) A large games production company is going to copyright a game design and game characters.

Discuss the benefits to the company of using copyright to protect its intellectual property.

(8)

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**(Total for Question 15 = 9 marks)**

**TOTAL FOR PAPER = 50 MARKS**



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