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Candidate surname

Other names

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

Centre Number

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Learner Registration Number

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Friday 11 January 2019

Morning (Time: 1 hour)

Paper Reference **21647E**

**Creative Digital Media
Production**

Unit 8: Media Industry in Context

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

Name **two** privately funded media companies.

1

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2

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(Total for Question 1 = 2 marks)

2 Identify **one** benefit of public funding.

- A Guaranteed income
- B Less competition
- C Advertising revenue
- D Editorial control

(Total for Question 2 = 1 mark)

3 A games company decides to promote a member of staff internally.

Give **two** advantages of this decision for the company.

1

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2

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(Total for Question 3 = 2 marks)

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

- A Self-motivation
- B Flexible working
- C Time management
- D Job security

(Total for Question 4 = 1 mark)

5 Identify **one** benefit of using a digital CV.

- A Fixed format
- B Flexible format
- C Limited space
- D High cost

(Total for Question 5 = 1 mark)

6 A media company advertises for staff using websites, apps and social media.

Give **three** benefits to the company of advertising in this way.

1

2

3

(Total for Question 6 = 3 marks)



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7 Give **two** benefits to a media company of having a brand identity.

1

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2

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(Total for Question 7 = 2 marks)

8 A multimedia conglomerate produces mainstream products for distribution to its audiences.

Explain **two** benefits of producing mainstream products.

1

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2

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(Total for Question 8 = 4 marks)

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9 A radio station is recruiting new staff to ensure it can run 24 hours a day, 7 days a week.

(a) Give **two** ethical considerations that would affect this type of employment.

(2)

1

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2

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The station's output is mostly music programmes, which are subject to legal constraints.

(b) State the law that protects musicians from having their work broadcast without permission.

(1)

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(c) Give **two other** legal considerations for the radio station's output.

(2)

1

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2

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(Total for Question 9 = 5 marks)

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(Total for Question 10 = 9 marks)



11 Scriptwriters can be paid a proportion of their fee before they produce their work.

(a) Give the name of this type of payment.

(1)

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Many media professionals are employed on a freelance basis.

(b) Explain **two** reasons why they would benefit from working freelance.

(4)

1

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2

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(Total for Question 11 = 5 marks)

12 Some media professionals create showreels to showcase their work to potential employers.

Give **two** drawbacks of producing a showreel.

1

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2

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(Total for Question 12 = 2 marks)



13 There are many more community-based media organisations being set up.

Explain **two** benefits of community-based media organisations.

1

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2

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(Total for Question 13 = 4 marks)

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(Total for Question 14 = 9 marks)

TOTAL FOR PAPER = 50 MARKS





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