

Please check the examination details below before entering your candidate information

Candidate surname

Other names

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

Centre Number

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Learner Registration Number

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**Monday 3 June 2019**

Afternoon (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** Identify **one** benefit of working freelance in the creative media industry.

- A** Flexible working
- B** Job security
- C** Regular income
- D** Paid holidays

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

**2** Identify **one** benefit of working collaboratively.

- A** Ownership of content
- B** Creative freedom
- C** Shared ideas
- D** Fewer resources

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

**3** Give **one** benefit of using a digital CV to showcase work.

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

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4 The following table shows a list of different TV broadcasters.

Broadcaster
BBC
Channel 4
Channel 5
Discovery
Disney
MTV
National Geographic
S4C
Sky
UKTV

The BBC is a public service broadcaster.

Identify **one** other public service broadcaster from the list.

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(Total for Question 4 = 1 mark)

5 Some people download music illegally.

Give **two** impacts of illegal downloading on the music industry.

1 .....

2 .....

(Total for Question 5 = 2 marks)



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6 (a) The Guardian is a national newspaper that is distributed across the UK. It provides national news.

Give **two** purposes of a national newspaper other than providing news.

(2)

1 .....

2 .....

(b) The Guardian uses sales and advertising as a source of private funding.

State **one** other source of funding.

(1)

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**(Total for Question 6 = 3 marks)**

7 (a) Working for a client means media producers can broaden their experience.

Give **two** other benefits of working for a client.

(2)

1 .....

2 .....

(b) Give **two** ways that working collaboratively may cause difficulty for a media producer.

(2)

1 .....

2 .....

**(Total for Question 7 = 4 marks)**

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8 Glass Grape Games is a vertically integrated company.

(a) State **one** benefit of this type of structure.

(1)

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Glass Grape Games also wants to become horizontally integrated.

(b) Explain **two** benefits to Glass Grape Games of being a **horizontally** integrated company.

(4)

1 .....

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2 .....

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(c) Glass Grape Games specialises in producing mainstream products.

State **two** features of a mainstream product.

(2)

1 .....

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2 .....

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**(Total for Question 8 = 7 marks)**

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9 Using the trade press is one way that media organisations can advertise to recruit staff.

State **two** reasons why media organisations advertise using trade magazines and papers.

1 .....

2 .....

**(Total for Question 9 = 2 marks)**

10 A group of people decide to set up a community website and newsfeed focused on their local area.

Discuss the benefits of this type of community project to both the local community and people wanting to visit the area.

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**(Total for Question 10 = 8 marks)**



11 An independent film company is releasing a new film using viral marketing campaigns.

(a) Explain **one** advantage of using viral marketing.

(2)

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(b) Explain **one** reason why viral marketing might not work.

(2)

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

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12 The BBC has a public service role and function.

(a) Give **two** examples of the BBC's public service role.

(2)

1 .....

2 .....

The BBC Trust has been replaced by Ofcom as the regulatory body of the BBC.

(b) Explain **two** purposes of Ofcom in relation to television broadcasting.

(4)

1 .....

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2 .....

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(Total for Question 12 = 6 marks)

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13 A social media website has started a celebrity lifestyles section.

(a) State **two** legal issues the website will have to consider when posting its content. (2)

1 .....

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2 .....

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(b) Social media and websites are often heavily criticised for the way they let people abuse celebrities and their families.

Discuss whether there should be tighter controls over what can be said online. (8)

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

**TOTAL FOR PAPER = 50 MARKS**



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