

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

--	--	--	--	--	--	--

Learner Registration Number

--	--	--	--	--	--	--	--	--	--

**Friday 10 January 2020**

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 ►

P63984A

©2020 Pearson Education Ltd.

1/1/1/1/1



Pearson

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** source of public funding for the BBC.

- A Licence fee
- B Merchandising
- C Advertising
- D Product placement

(Total for Question 1 = 1 mark)

2 Identify **one** responsibility of the BBC.

- A Make a profit
- B Serve the public interest
- C Benefit shareholders
- D Eliminate competition

(Total for Question 2 = 1 mark)

3 State **two** drawbacks of public funding of the BBC for the rest of the media industry.

1 .....

2 .....

(Total for Question 3 = 2 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



4 Give **two** responsibilities of Ofcom.

1 .....

.....

2 .....

.....

(Total for Question 4 = 2 marks)

5 Identify **one** characteristic of a niche product.

- A Large-scale marketing campaigns
- B Small and specific target audience
- C Universal audience appeal
- D Prime time scheduling

(Total for Question 5 = 1 mark)

6 Give **two** drawbacks of working for a client in the creative media industry.

1 .....

.....

2 .....

.....

(Total for Question 6 = 2 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



7 (a) Give **two** types of contract for employees in the creative media industry.

(2)

1 .....

2 .....

(b) A media graduate decides to work for a company for no pay.

Explain **two** reasons why someone may want to work for no pay.

(4)

1 .....

2 .....

(Total for Question 7 = 6 marks)

8 Give **two** methods of showcasing work to potential employers.

1 .....

2 .....

(Total for Question 8 = 2 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



9 Permanent employees can often be promoted within a company.

Give **one** benefit to the company of promoting staff internally.

.....

.....

(Total for Question 9 = 1 mark)

10 The creative media industry must work within a number of legal constraints.

Explain **two** reasons why equality legislation is important in the creative media industry.

1 .....

.....

.....

2 .....

.....

.....

(Total for Question 10 = 4 marks)

11 There are many different sizes and structures of organisation in the creative media industry.

(a) State **one** characteristic of a national media organisation.

(1)

.....

.....



(b) A community group decides to set up a newspaper in the local area.

Discuss the benefits for a local community of having a newspaper run by a local community group.

(8)

Area with horizontal dotted lines for writing.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Handwriting practice area with 20 horizontal dotted lines.

**(Total for Question 11 = 9 marks)**



12 (a) Brand identity is important for a media company.

Give **two** benefits of having a strong brand identity.

(2)

1 .....

2 .....

(b) Name **two** national UK media broadcasting organisations that have a strong brand identity.

(2)

1 .....

2 .....

(Total for Question 12 = 4 marks)

13 A media publisher produces a range of magazine titles across a number of different subjects. This is an example of horizontal integration.

Explain **two** drawbacks **for the consumer** of horizontal integration.

1 .....

2 .....

(Total for Question 13 = 4 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA





14 Two media organisations decide to form a cooperative.

Give **two** benefits **to the companies** of this type of organisational structure.

1 .....

2 .....

(Total for Question 14 = 2 marks)

15 (a) Name the legal term given to the protection of intellectual property.

(1)

(b) A recent survey shows that a large number of internet users download files illegally.

Discuss the positive and negative impacts that illegal file sharing has **on media producers**.

(8)



P 6 3 9 8 4 A 0 9 1 2

Handwriting practice area with 20 horizontal dotted lines.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Area with horizontal dotted lines for writing.

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

**TOTAL FOR PAPER = 50 MARKS**



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

**BLANK PAGE**

