Candidate surname

Other names

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

Centre Number

Learner Registration Number

Friday 8 January 2021

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

⊠ **A** Flexible working

⊠ **B** Job security

⊠ **C** Regular wages

⊠ **D** Paid leave

(Total for Question 1 = 1 mark)

2 State **one** characteristic of a niche product.

....

....

(Total for Question 2 = 1 mark)

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

....

....

(Total for Question 3 = 1 mark)

4 The BBC is a public service broadcaster.

State **one other** public service broadcaster in the UK.

....

....

(Total for Question 4 = 1 mark)

5 The illegal streaming of films is common.

Give **two** impacts of illegal streaming on the film industry.

1 ....

....

2 ....

....

(Total for Question 5 = 2 marks)

6 (a) The Millbank Post is a newspaper that is only distributed in the local area.

State **two** purposes of a local newspaper.

(2)

1 ....

....

2 ....

....

(b) One source of private funding for the Millbank Post is sales.

State **two other** sources of funding for the Millbank Post.

(2)

1 ....

....

2 ....

....

(Total for Question 6 = 4 marks)

7 (a) Working collaboratively allows media producers to share resources.

Give **two other** benefits of working collaboratively.

(2)

1 ....

....

2 ....

....

(b) Give **two** advantages for a media producer of working independently.

(2)

1 ....

....

2 ....

....

(Total for Question 7 = 4 marks)

8 The following diagram shows how a company called BabyShark Films is structured.

Production – Film Production Studio

↓

Distribution – Marketing and Promotion Department

↓

Exhibition – Chain of Independent Cinemas
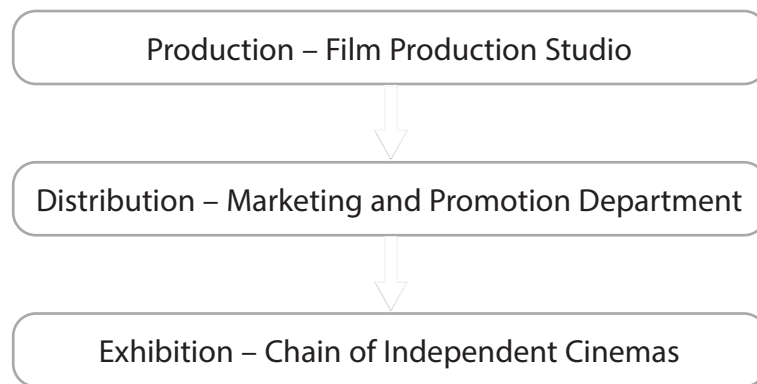
(a) Give the name of this type of structure.

(1)

....

....

P 6 7 4 8 6 A 0 4 1 6

(b) Explain **two** benefits to BabyShark Films of being structured in this way.

(4)

1 ....

....

....

....

2 ....

....

....

....

(c) BabyShark Films specialises in producing mainstream film products.

State **two** characteristics of mainstream products.

(2)

1 ....

....

2 ....

....

(Total for Question 8 = 7 marks)

9 Jobs.MediaUK is a trade press magazine used by media organisations to advertise for new staff in print and online.

(a) Give **two** advantages for media organisations of using Jobs.MediaUK to recruit staff.

(2)

1 ....

....

2 ....

....

(b) Another way of advertising for new staff is by using websites, social media and apps.

Analyse the benefits of using websites, social media and apps to find new staff.

You could include the benefits for:

- companies

- people searching for a job.

(8)

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(Total for Question 9 = 10 marks)

10 An independent games company is releasing a new title using a viral marketing campaign.

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

(2)

....

....

....

....

(b) Explain **one** disadvantage of using viral marketing.

(2)

....

....

....

....

(Total for Question 10 = 4 marks)

11 (a) Identify **one** responsibility of a public service broadcaster.

(1)

☒ **A** To increase sales

☒ **B** To make a profit

☒ **C** To expand its market

☒ **D** To serve the public interest

(b) Ofcom regulates the BBC.

Explain **two** ways Ofcom regulates the BBC.

(4)

1 ....

....

....

....

2 ....

....

....

....

(Total for Question 11 = 5 marks)

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P 6 7 4 8 6 A 0 1 0 1 6

12 A new blog has been set up about celebrities and their lifestyles.

(a) Give **two** legal issues the blogger will have to consider about the content of the blog.

(2)

1 ....

....

2 ....

....

(b) The blog has recently been criticised after making negative comments about a celebrity.

Discuss the advantages and disadvantages of having tighter controls over blogging and social media.

(8)

P 6 7 4 8 6 A 0 1 1 1 6

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(Total for Question 12 = 10 marks)

TOTAL FOR PAPER = 50 MARKS

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