

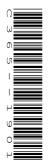
Friday 18 January 2019 – Afternoon

LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA

05875 Unit 25: Research for product development

Duration: 2 hours

C365/1901



You must have:

your copy of the pre-release C366

First Name		Last Name									
Centre Number						Cano Num	lidate ber				
Date of Birth	D	D	М	M	Υ	Υ	Υ	Y			

INSTRUCTIONS

- · Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer all the questions.
- Write your answer to each question in the space provided.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

INFORMATION

- The total mark for this paper is **80**.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document consists of 12 pages.

_	AMINER ONLY
Question No	Mark
1	/12
2	/10
3	/11
4	/5
5	/6
6	/9
7	/2
8	/3
9	/2
10	/20
Total	/80

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Answer **all** the questions.

l	(a)	(i)	From your research, identify three specific sources that provided information about life in the East End of London during the 1800s.
			1
			2
			3[3]
		(ii)	Explain two reasons why one of the above sources is useful to help develop the narrative and characters of 'Creatures'.
			Source:
			1
			2
	(b)		[4] Intify two primary methods that you could use to help Fiction Art Productions find out technical conventions of horror dramas.
		1	
		2	[2]
	(c)		ntify one mise-en-scene convention of horror dramas and justify why you would need onsider it for production in relation to the target audience.
			rat
			רסיז

2

The target audience requirements of 'Creatures' needs to be clearly researched so that ideas for advertisements and sponsorship are appropriate.

choice with findings from your research.

	(b)	Explain how you could check the accuracy of audience research.	
			[2]
3	'Cre	eatures' has been commissioned by a commercial channel.	
	(a)	Identify four elements, other than advertising and sponsorship, that a proposal for 'Creatures' could include to generate money and explain why each element is required.	ı
		1	
		2	
		_	
		3	
		4	
		4	
			 [8]

	(D)	programme. Identify one source of information that could guide you on measuring the popularity of dramas aired at 7 pm and explain why this source was useful to you.
		[3]
4		research you have undertaken needs to be organised and catalogued so that everyone access the original sources of information.
	(a)	Identify one method of cataloguing research online and explain why it is useful.
		[2]
	(b)	Identify one method that you could use to present responses from focus groups and explain why this is useful.
		[3]

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The produce identify three suitable.			na be ab		- p a. a. a.		xpiain wny		
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3
Fiction Art Productions have been asked to put a production team plan together to show they understand all the roles required to make the drama.
Using your research, identify two sources of information which might help Fiction Art Productions identify the staff needed to make a television drama.
1
2
[2]
Identify one regulatory body and explain how their guidelines might impact on the production of 'Creatures'.

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	Risk assessments will need to be carried out at the filming locations. Identify one element of a risk assessment that needs to be completed for outdoor locations. Use your research to support your answer.
	······
*	A targeted and creative social media campaign will need to be created so that the launch of 'Creatures' is successful and reaches the target audience. The plan will be informed by the research you have undertaken.
	Select four methods of social media marketing and explain how each could be used by Fiction Art Productions to encourage target audience to watch 'Creatures'. You should discust the content that you would use for each method as part of your answer. Use your research to support your answers.
	[2
	Method 1
	Method 2
	Method 2

	•••
	•••
	•••
Method 3	

Method 4	

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s) – for example 2(b) or 9.



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