



Oxford Cambridge and RSA

Thursday 16 January 2020 – Morning

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875 Unit 6: Social media and globalisation

Time allowed: 1 hour 30 minutes

C364/2001



No extra materials are needed.

Please write clearly in black ink.

Centre number

Candidate number

First name(s) _____

Last name _____

Date of birth

INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to but you must clearly show your candidate number, the centre number and the question numbers.
- Answer **all** the questions.

INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document has **8** pages.

ADVICE

- Read each question carefully before you start your answer.

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Question No	Mark
1	/6
2	/6
3	/7
4	/5
5	/6
6	/30
Total	/60

SECTION A

Answer **all** the questions.

- 1 (a) Identify **three** ways that social media allows producers to collaborate when working on a project.

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2

3 [3]

- (b) Explain **one** way that globalisation can support the production of a digital media product.

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- 2 Identify **two** social media channels that can be used by a commercial media company. Explain how each can be used to advertise the company's products. Use examples to support your answer. [6]

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3 (a) Explain **one** way that social media can be used to communicate ideology.

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(b) Explain **two** advantages of using online project planning tools for media producers.
Use examples to support your answer.

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4 (a) Identify **two** problems caused by new technology for traditional media regulators in the internet age.

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[2]

(b) Explain **one** advantage individuals in the UK have when they post content on social media.

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5 Explain how **two** social media channels could be used to promote a reality TV programme. Use examples to support your answer.

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SECTION B

InHomeHits is an independent video on demand service aimed at 16-30 year olds. Their unique selling point is that the majority of their programmes and films are made exclusively in Britain.

InHomeHits are going to launch their new flagship drama show, 'Running from the Highlands'. The drama focuses on a 19-year-old teenager called Callum who leaves his Glasgow home to live in London.

The lead actor of 'Running from the Highlands' is well-known pop artist, MJ Stafford, who has had several number one chart hits. InHomeHits believe this will be a key selling point for their video on demand service. The British online clothing brand VooYou have said they would like to sponsor the show because of MJ Stafford's involvement.

You are in the marketing team and your job is to plan a creative marketing campaign that will set 'Running from the Highlands' apart from other shows. Social media accounts on Snapchat, Instagram and Twitter have been set up.

The advertising campaign will run between July and December, with 'Running from the Highlands' launching in January.

6* Develop a blended marketing campaign that will promote the launch of the 'Running from the Highlands' drama.

In your campaign, you must include the following aspects:

- timescales and key milestones for the campaign
- creative content that promotes 'Running from the Highlands' unique selling point through the use of social media channels and traditional marketing methods
- how to gain audience feedback and evaluate the responses.

You should justify your choices and decisions made.

[30]

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END OF QUESTION PAPER



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