

Friday 17 January 2020 – Afternoon

Level 3 Cambridge Technical in Digital Media

05875

Unit 25: Research for product development

Time allowed: 2 hours plus your additional time allowance

**You must have:
your copy of the
Pre-release**

Modified Enlarged 18 pt

Please write clearly in black ink.

**Centre
number**

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**Candidate
number**

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First name(s) _____

Last name _____

**Date of
birth**

D	D	M	M	Y	Y	Y	Y
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INSTRUCTIONS

Use black ink.

Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.

Answer ALL the questions.

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 (*).

ADVICE

Read each question carefully before you start your answer.

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Answer ALL the questions.

- 1 (a) (i) Identify FOUR sources of information that would provide you with information about the conventions of television sports documentaries.**

1 _____

2 _____

3 _____

4 _____

[4]

- (ii) Identify ONE convention of television sports documentaries and explain the purpose of the convention.**

_____ **[3]**

- (b) (i) Identify TWO primary research methods that you could use to find out what content fans of 'Formula Auriga' would like to see in the documentary.**

1 _____

2 _____

[2]

- (ii) Explain why ONE of the methods identified in 1 (b) (i) is suitable to use to gain audience feedback. Use your experience or research to support your answer.**

[2]

- 2 You have been asked by ScorpiousTV to conduct research using the BARB website.**

Identify TWO pieces of information that you could collect from BARB.

Explain why each piece of information would be useful to ScorpiousTV.

1 _____

2 _____

[4]

- 3 (a) You have collected SECONDARY information about 'Formula Auriga' drivers from the 1970s and 1980s.**

Identify TWO methods that you could use to catalogue and organise the information.

Explain why each method would be suitable using your experience or research to support your answer.

1 _____

2 _____

[4]

- (b) You have also been given the task of checking the reliability of the secondary sources that you have found.

Identify TWO ways that you could check reliability of the secondary sources.

Explain why each is suitable using your experience or research to support your answer.

1 _____

2 _____

[4]

- 4 (a) You have to put together a proposal to provide potential sponsors with an overview of the production of 'Auriga Legends'.

Identify FOUR elements of a proposal and explain why each is needed in relation to the brief.

1 _____

2 _____

3 _____

4 _____

- (b) The CEO of ScorpiousTV wants to give you feedback on your proposal but they are out of the office.

Identify TWO methods that the CEO could use to give you feedback.

Explain why each method is suitable using your experience or research to support your answers.

1 _____

2 _____

[4]

5 Risk assessments need to be carried out at the outdoor locations where filming is to take place.

(a) Identify ONE reason why a risk assessment is required.

Explain why this is needed in relation to the brief and your research.

[3]

(b) Identify ONE job role that could be responsible for carrying out a risk assessment.

Explain your suggestion based on your experience or research.

[2]

- 6 ScorpiousTV want feedback from fans of 'Formula Auriga' on the first edited interviews with race drivers.**

Identify TWO methods that could be used to gain feedback. For each method, explain how the feedback could be used by ScorpiousTV.

1

2

[6]

- 7 ScorpiousTV require music to use in the ‘Auriga Legends’ documentary.**

Identify and explain TWO potential problems that ScorpiousTV may face when choosing music to use in the programme. Use your experience or research to support your answer.

1

2

[6]

- 8 (a) 'Formula Auriga' is a male dominated sport. ScorpiousTV want to include more women in the 'Auriga Legends' documentary to attract a wider audience.

Identify TWO ways that ScorpiousTV could ensure more women feature in the documentary.

1 _____

2 _____

[2]

- (b) Explain how your research helped you to identify ONE of the ways that you could include more women in the 'Auriga Legends' documentary. Use examples to support your answer.

[2]

9 'Auriga Legends' will be broadcast at 8.00 pm.

**Identify TWO advantages of scheduling
'Auriga Legends' to be broadcast at this time.
Explain each of the advantages using your
experience or research to support your answer.**

1

2

[4]

10* ScorpiousTV need to develop a marketing plan to launch the first episode of 'Auriga Legends'.

Identify FOUR methods that ScorpiousTV could use to market the documentary to fans of 'Formula Auriga'. Consider the commercial nature of ScorpiousTV in your answer.

You should explain why you think each method is suitable and justify your answers with reference to the research you have undertaken. [20]

Method 1

[illegible]

Method 2.

Method 3.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins – for example 1(a)(i) or 3(a).

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