

# **Cambridge Technicals Digital Media**

## **Unit 1: Digital media and emerging technologies**

Level 2 Cambridge Technical in Digital Media  
**05898 - 05899**

## **Mark Scheme for January 2020**

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Question		Answer	Marks	Guidance								
1		A, B, D	1									
2		A	1									
3		C	1									
4		A, D	1									
5		C	1									
6		B	1									
7		C	1									
8		<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"><b>Identifiable</b></td> <td style="width: 50%; vertical-align: top;"><b>NOT identifiable</b></td> </tr> <tr> <td>Date of birth</td> <td>Favourite teacher</td> </tr> <tr> <td>Place of birth</td> <td>Favourite colour</td> </tr> <tr> <td>Address</td> <td>First pet</td> </tr> </table>	<b>Identifiable</b>	<b>NOT identifiable</b>	Date of birth	Favourite teacher	Place of birth	Favourite colour	Address	First pet	1	
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Date of birth	Favourite teacher											
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Address	First pet											
9		A	1									
10		C	1									
11		D	1									
12		B	1									
13		A	1									
14		A, B, C	1									
15		A (1)	1									
16		C	1									

Question		Answer	Marks	Guidance
17		B	1	
18		D	1	
19		The viewing of television programmes has changed in recent years with the development of <b>time-shifting</b> of content. Viewers are able to watch programmes at a time of their choice using <b>on-demand</b> and <b>catch up</b> services.	1	
20		A, C, D	1	
21		C	1	
22		D	1	
23		D	1	
24		A	1	
25		A, C, E	1	
26		Above the fold	1	
27		B	1	
28		Below the line advertising	1	
29		D	1	
30		C	1	
31		B	1	
32		A	1	

Question		Answer	Marks	Guidance										
33		Your computer transmits an IP address provided by your Internet Service Provider. If the IP address is not on a broadcasters allowed list, it gets blocked.	1											
34		D	1											
35		B	1											
36		Library – Kindle DVD – SKY Store CD – Apple Music TV – BBC iPlayer	1											
37		C	1											
38		<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"><b>Lossy</b></td> <td style="width: 50%; vertical-align: top;"><b>Lossless</b></td> </tr> <tr> <td>JPEG</td> <td>WAV</td> </tr> <tr> <td>MP3</td> <td>BMP</td> </tr> <tr> <td>GIF</td> <td>TIFF</td> </tr> <tr> <td>MP4</td> <td>MOV</td> </tr> </table>	<b>Lossy</b>	<b>Lossless</b>	JPEG	WAV	MP3	BMP	GIF	TIFF	MP4	MOV	1	
<b>Lossy</b>	<b>Lossless</b>													
JPEG	WAV													
MP3	BMP													
GIF	TIFF													
MP4	MOV													
39		D	1											
40		No	1											

**OCR (Oxford Cambridge and RSA Examinations)**  
**The Triangle Building**  
**Shaftesbury Road**  
**Cambridge**  
**CB2 8EA**

**OCR Customer Contact Centre**

**Education and Learning**

Telephone: 01223 553998

Facsimile: 01223 552627

Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

[www.ocr.org.uk](http://www.ocr.org.uk)

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**OCR (Oxford Cambridge and RSA Examinations)**  
Head office  
Telephone: 01223 552552  
Facsimile: 01223 552553

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