OCR

Oxford Cambridge and RSA

Tuesday 19 January 2021 – 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
C364/2101

No extra materials are needed.

Please write clearly in black ink.

Centre number [ ][ ][ ][ ][ ]   Candidate number [ ][ ][ ][ ]

First name(s) _____

Last name _____

Date of birth [D][D][M][M][Y][Y][Y][Y]

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.

SECTION A

Answer **all** the questions.

1 **(a)** Online collaboration is one of the key reasons that media professionals use social media channels.

Identify **three other** reasons that media professionals use social media channels.

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2...

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[3]

(b) Explain why **one** of the reasons outlined in **1 (a)** is beneficial for media professionals. Use examples to support your answer.

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....**[3]**

2 Identify and explain **two** examples of how social media tools have allowed media professionals to collaborate. Use examples to support your answer.

[6]

1...

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2 ....

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3 Identify **one** online technology that allows media producers to manage a project. Explain how this online technology is useful when managing a project.

Online technology: ....

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....**[3]**

4 (a) Identify **two** ways that social media channels can be used to source media personnel for the production of a TV programme.

1 ....

2 ....

[2]

(b) Explain **one** advantage of using social media to source personnel for the production of a TV programme.

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....**[3]**

Turn over

5 Identify and explain **two** negative cultural effects that are thought to be caused by using social media channels.

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[4]

6 Identify **two** social media channels that have been used by **one** radio station in different ways. Explain why each channel was used by the radio station.

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2 ....

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[6]

SECTION B

'GoEatNow' is a new app-based takeaway delivery service. The app will allow customers to search a range of takeaway outlets and restaurants to find and order a meal.

The USP of the 'GoEatNow' service is that all meal options cost less than £20, including delivery. The primary target audience is 16-30-year-old students and young professionals.

The clothing brand 'Straight Talk Fashion' is sponsoring the 'GoEatNow' app and their brand should be included in the campaign. Star chef, Nathan Dean, who won the national TV competition 'Britain's Best Takeaway', is endorsing the 'GoEatNow' service.

'GoEatNow' wants the campaign to run for six months before the launch of the app. Social media accounts for Facebook, Twitter, Snapchat and Instagram have been set up.

7* Develop a blended marketing campaign that will promote the launch of the 'GoEatNow' customer app.

In your campaign, you must include the following aspects:

- promoting the key objectives of the campaign using creative content
- main online and social media channels that will promote the app to the target audience
- key milestones and deadlines for the campaign.

You should justify your choices and decisions made.

[30]

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Turn over

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END OF QUESTION PAPER