

Wednesday 20 January 2021 – Afternoon

Level 3 Cambridge Technical in Digital Media

05875 Unit 25: Research for product development

Time allowed: 2 hours

C365/2101



You must have:

- your copy of the Pre-release

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. 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 (*).
- This document has **16** pages.

ADVICE

- Read each question carefully before you start your answer.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/15
2	/9
3	/4
4	/3
5	/12
6	/6
7	/3
8	/5
9	/3
10	/20
Total	/80

Answer **all** the questions.

1 (a) (i) Identify **four** live music events, that have a range of music artists performing, which NMN TV could choose to film and broadcast.

1.....
2.....
3.....
4.....

[4]

(ii) Identify **two** problems that may arise when filming at live music events.
Describe how NMN TV could attempt to solve each problem.

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[4]

(b) (i) Identify **two** primary research sources that you could use to find information about the type of content that music television news programmes include.

Explain why each source would be useful.

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[4]

- (b) Identify **two** pieces of production equipment the presenters of 'NMN News' would need when interviewing music artists during a live, outdoor broadcast.

Explain why they would need each piece of equipment.

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[6]

- 3 BITV needs to make sure that the launch of the NMN TV channel is successful in reaching the target audience.

Identify **two** methods that BITV could use to get feedback from the target audience about its channel launch ideas.

Explain why each method would be suitable.

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2.....
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[4]

(b) NMN TV need to recruit suitable presenters for 'NMN News'.

Identify **two** sources of information that could be used to help recruit suitable presenters for the news programme.

Explain why each source would be useful.

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[6]

6 'NMN News' will have presenter links that are filmed and broadcast from their studio set.

(a) Identify **one** pre-production document, other than a risk assessment, that would be needed before the set can be built.

Explain why this document is required.

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[3]

(b) Identify **two** ways that a scriptwriter and the storyboard artist for 'NMN News' might work together when planning the programme.

1.....

2.....

[2]

9 BITV will need to share confidential pre-production documents with their sponsors.

Identify **one** method that could be used to share the document.

Explain why this method is appropriate.

Use your research or experience to support your answer.

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..... [3]

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END OF QUESTION 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, 6(a) or 10.

A vertical line on the left side of the page is followed by 25 horizontal dotted lines, providing a ruled area for writing answers.

A series of horizontal dotted lines for writing, spanning the width of the page.

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