OCR
Oxford Cambridge and RSA

Tuesday 18 January 2022 – 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
C364/2201

No extra materials are needed.

Please write clearly in black ink.

Centre number ☐☐☐☐☐   Candidate number ☐☐☐☐

First name(s) _____

Last name _____

Date of birth ☐☐ ☐☐ ☐☐☐☐
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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.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/6
2	/4
3	/4
4	/5
5	/5
6	/6
7	/30
Total	/60

SECTION A

Answer **all** the questions.

1 (a) Identify **three** social media channels that could be used by a record label to promote a new music album release.

1 ....

2 ....

3 ....

[3]

(b) Explain why **one** of the social media channels identified in **1(a)** would be suitable to promote a new music album.

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.... **[3]**

2 Identify and explain **two** potential concerns associated with using online technologies, such as social media channels.

1 ....

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2 ....

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[4]

3 Celebrities can receive negative publicity on social media.

Identify and explain **two** examples of celebrities receiving negative publicity on social media platforms.

1 ....

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2 ....

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[4]

4 (a) Ethical issues should be considered when using social media to promote products on a global scale.

Identify **two** ethical issues that should be considered before social media is used to promote a product globally.

1 ....

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2 ....

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[2]

(b) Explain how **one** of the ethical issues in **4(a)** could be addressed.

Use examples to support your answer.

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.... **[3]**

Turn over

5 (a) Identify **two** ways that online tools can be used to generate funding for a new project.

1 ....

2 ....

[2]

(b) Explain **one** advantage of using social media to source personnel for a new project.

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.... **[3]**

6 Identify **two** social media channels that have been used to successfully promote the release of a film you have studied.

Explain how each channel contributed to the film's release.

Use examples to support your answer.

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.... **[6]**

SECTION B

> TVB Gaming is a UK games production company who are launching an online, immersive video game called 'Holiday Romance'. The game is set in a fictional holiday resort on the holiday island of Tenerife. It will appeal to both male and female gamers, aged 20-30 years old, who are looking to find love. The game will be rated PEGI 18.
>
> The game will feature checkpoints, challenges and have the option of purchasing in-game add-ons, such as clothing. The overall winners of the game will win a real holiday in Tenerife.
>
> Online fashion company Screen Wear and high street cosmetic company Fresh Look are sponsoring the game.
>
> The game is due to launch in six months' time and new levels will be released every week for 8 weeks.
>
> TVB Gaming want to launch a full social media campaign next month. Facebook, Twitter, Snapchat and Instagram accounts have been set up.

7* Develop a social media marketing campaign that will generate interest in the 'Holiday Romance' game.

You must include:

- Promoting the key objectives of the game.

- Main online and social media channels that will target your audience to make them aware of the new game.

- Ideas for creative content that includes demonstrating some of the game challenges.

- Gaining audience feedback and evaluating responses.

You should justify your choices and decisions made.

[30]

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Turn over

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END OF QUESTION PAPER

C364/2201