

## Wednesday 19 January 2022 – Afternoon

### Level 3 Cambridge Technical in Digital Media

#### 05875 Unit 25: Research for product development

**Time allowed: 2 hours**

**C365/2201**



**You must have:**

- your copy of the Pre-release



Please write clearly in black ink.

Centre number

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Candidate number

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First name(s)

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Last name

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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 page 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 **12** pages.

### ADVICE

- Read each question carefully before you start your answer.

#### FOR EXAMINER USE ONLY

Question No	Mark
1	/19
2	/9
3	/6
4	/6
5	/10
6	/10
7	/20
<b>Total</b>	<b>/80</b>



- (b) (i) Identify **two primary** sources that you could use to research the presenting style of radio presenters hosting music programmes targeting 16–30 year olds.

Explain why each source would be useful to you.

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2 .....

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[6]

- (ii) Identify **one** way that you could ensure primary research findings are valid.

Use your research or experience to support your answer.

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..... [3]

- 2 (a) Identify **three** elements that might be included in a proposal for a flagship breakfast programme on Universal Zest Radio.

1 .....

2 .....

3 .....

[3]

(b) Identify and explain **two** advantages of using a call sheet before creating a radio programme featuring a live interview with a famous pop artist.

1 .....

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2 .....

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[6]

3 Identify **three** appropriate sources of information that Zest Radio could use to learn about the online video streaming process.

Explain why you think each is suitable based on your research or experience.

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3 .....

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[6]

4 Identify and explain **two** ways that Zest Radio can achieve synergy using their different content distribution methods.

Use your research or experience to support your answers.

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**[6]**

5 (a) Zest Radio want to collect feedback on their proposed content from the target audience. Identify **two** sources that Zest Radio can use to gather **qualitative** audience feedback. Explain why each source is suitable.

Use your research or experience to support your answer.

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[6]

(b) Identify and explain **two** appropriate methods of advertising that Zest Radio could use. Use your research or experience to support your answer.

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[4]









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**END OF QUESTION PAPER**

**ADDITIONAL ANSWER SPACE**

If additional answer space is required, you should use the following lined page. The question numbers must be clearly shown in the margins – for example, 2(a) or 4.

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



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