



Oxford Cambridge and RSA

Cambridge Technicals Digital Media

Unit 25: Research for product development

Level 3 Cambridge Technical in Digital Media
05875

Mark Scheme for January 2022

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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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Annotations

Annotation	Meaning of annotation
Tick	Tick
Double Tick	Excellent point
Cross	Cross
?	Unclear
^	Omission mark
T	Terminology/Theory
EG	Use of examples
A	Explanation, analysis, argument
Vertical wavy line	Not relevant to specific question
R	Rubric
Diagonal line/line through	Blank page

Question			Answer	Marks	Guidance
1	(a)	(i)	<p>FOUR types of content for public service radio, e.g.</p> <ul style="list-style-type: none"> • News reports (1) • Discussions and debates (1) about social topics • Interviews with politicians (1) • Educational content (1) such as radio documentaries • Any other valid response. 	<p>4 1.1</p>	Any other suitable PS radio content should be credited.
		(ii)	<p>ONE mark for how the content targets different audiences TWO marks for expansion (MAX SIX marks), e.g.</p> <ul style="list-style-type: none"> • Features music programmes catering for fans of different music genres (1st). This is evident from my analysis of BBC Radio where they have different stations, such as Radio 1 and Radio 1 Xtra (1) and Radio 1 Xtra features grime, R N B and rap (1). • Employ presenters from different ethnic backgrounds to host different stations and music shows (1st). This is evident from my analysis of key presenters on music shows across BBC Radio 1 and Radio 3 with presenters such as Lopa Kothari and Craig Charles (1) who reflect the likes and dislikes and different ages of diverse music fans (1). • Younger audiences are targeted by Radio 1(1) by using informal language in the presentation (1) together with interactive activities to engage the audience (1) • Younger audiences targeted (1) by using different streaming platforms (1) BBC Radio 1 streams on mobile phones (1) • Radio 4 targets an older audience (1) by using language and diction that is formal (1) together with guests/music that appeal to that age group (1) • Any other valid response. 	<p>6 1.1</p>	Answers must show that the candidate has researched public service radio for full marks.

Question			Answer	Marks	Guidance
1	(b)	(i)	<p>ONE mark for primary sources, TWO marks for expansion (MAX SIX marks), e.g.</p> <ul style="list-style-type: none"> You could complete a focus group with youth listeners a show featuring a successful, existing presenter, such as Vick Hope (1st). This useful because it will provide you with information about how her mode of address (1) and the types of words she uses to appeal to a youth audience. (1). You could request an interview with an existing presenter, such as Roman Kemp (1st). This is useful because it would you to ask them how they speak to their audiences (1) and the types of pop culture references and topics they need to make to attract them (1). Observe/Listen/watch a show (1) to see/listen how their presenters communicate with their audience (1) the result seen can then be used to inform future shows (1) Any other valid response. 	6 1.2	Any plausible primary source should be credited.
1	(b)	(ii)	<p>ONE mark for appropriate way to ensure research is valid, TWO marks for suitable explanation, e.g.</p> <ul style="list-style-type: none"> Assessing whether findings meet desired outcome.(1) For example, I researched how I can look at validity of primary researched on (1). This is evident from my research on)(1) Unstructured interviews as part of the primary research (1). For example, I looked at The Interview Research Method Simply Psychology that said unstructured interviews can be more valid method when comparing findings (1) because the questions were less prescriptive and provide more appropriate answers (1). Ensure that the focus group covers a range of people (1) from different relevant ages, genders, locations (1) to ensure that the findings cover a full range of potential 	3 1.2	Any plausible way to check validity should be credited.

Question		Answer	Marks	Guidance
		viewers (1) • Any other valid response.		
2	(a)	ONE mark for each proposal element, e.g. • Choice of presenters (1). • Budget (1). • Equipment (1) • Choice of playlist (1) • Competitions (1) • Features (i.e., gossip, entertainment news) (1) • Any other valid response.	3 2.1	Any form of synoptic learning from U2 should be credited if it is plausible to the brief. Only allow specific features such as traffic alerts, news, gossip entertainment news once.
	(b)	ONE mark for advantage of using a call sheet, TWO marks for expansion (MAX SIX marks), e.g. • Can see how the artists is getting to the interview (1st). This means that transport / arrival timings can be factored in (1), so that an appropriate time in the show can be planned and scripts written to accommodate this (1). • The production crew know what time they are needed (1st). This is completed in advance so that there are no double bookings for production and freelance staff (1), and the equipment will be ready for the specialist staff (1). • To reduce confusion about roles in the interview (1) so that everyone can work efficiently (1) as the famous pop artist will be tight for time (1) • Any other valid response.	6 3.3	The candidate needs to reference research or experience for this question. Any form of synoptic learning from U2 should be credited if it is plausible to the brief.

Question	Answer	Marks	Guidance
3	<p>ONE mark for appropriate source, ONE mark for expansion (MAX SIX marks) e.g.</p> <ul style="list-style-type: none"> • How to Broadcast FM Radio Online Radio.co (1st). This is suitable because it is tailored to existing radio stations who have never used online broadcasting before (1). • How to start an internet radio station (Full Guide) - Services CloudRadio (1st). This is suitable because this source provides information about the equipment and resources needed to stream radio online (1). • How to Set Up a Live Video Stream for a Radio Station - YouTube (1st). This is suitable because it provides information about how to stream AV from inside the radio studio so you can see the presenters (1). • Glastonbury 2021 (1) to learn from how the process can be done poorly/ mistakes that can occur.(1) • Any other valid response. 	<p>6 1.3, 2.2, 3.2</p>	
4	<p>ONE mark to achieve synergy, TWO marks for suitable expansion e.g.</p> <ul style="list-style-type: none"> • Through using the same colour scheme/branding (1st) on their website, vlogs and podcast releases. (1). From my research it is clear that the BBC Sounds app features the same branding as BBC radio and BBC Radio 1 programmes frequently referenced the content on BBC Sounds for marketing. (1). 	<p>6 2.1, 4.1</p>	<p>Candidates must reference their research or personal experience as part of their answer.</p>

Question		Answer	Marks	Guidance
		<ul style="list-style-type: none"> Featuring the same content (1st) across social media channels as the main radio station. (1). This happened during Summer 2021 when Twitter and Instagram advertised BBC Radio 1's 'Festival Anthems' that were played on the main station as well as this being promoted online on podcasts on BBC Sounds as flagship content (1). Any other valid response. 		
5	(a)	<p>ONE mark for method of getting qualitative feedback, TWO marks for suitable expansion (MAX SIX marks), e.g.</p> <ul style="list-style-type: none"> (Social media) questionnaire (1). This would be useful as social media channels are mainly used by the target age group (1) and can be filled in quickly on mobile phones without logging onto a separate computer (1). Video feedback (1) target audience post a 30 second video of what they think about content on social media such as Tik Tok (1) meaning that the research detailed comments to watch (1). Focus groups (1) to gain opinions about the proposed content (1) that can be used to improve the content (1) Any other valid response. 	6 5.1, 5.2	

Question		Answer	Marks	Guidance
	(b)	<p>ONE mark for source, ONE mark for suitable explanation, (MAX FOUR marks) e.g.</p> <ul style="list-style-type: none"> • Billboards (1st) can be outside colleges and in town centres where they will be seen a large volume of people (1). • Social media advertising trailers (1st) that use keywords to focus/target possible audience members (1) • Any other valid response. 	<p>4 4.1</p>	
6	(a)	<p>ONE mark for each regulation, TWO marks for suitable expansion (MAX SIX marks) e.g.</p> <ul style="list-style-type: none"> • Under 18s should be protected under Ofcom rules for TV and Radio (1). This means that content should not glamourise the recreational use of drugs and alcohol during broadcasts (1) so all music guests will need to be briefed on appropriate use of language (1). • Broadcasts should show due impartiality during news broadcasts (1). This means that a presenter on public service radio should not give a biased point of view (1) when discussing social, political and public interest topics (1). • Political discussions must be given equal waiting (1) to the major parties so there is no bias (1) especially at times of elections and referendums (1) • Any other valid response 	<p>6 2.3</p>	<p>Regulations are likely to be found in Ofcom Codes of Practice and examiners should look these up for accuracy. Programme-related guidance - Ofcom</p>

Question		Answer	Marks	Guidance
6	(b)	<p>ONE mark for source, ONE mark for suitable expansion, e.g. (MAX FOUR marks)</p> <ul style="list-style-type: none"> • All stations need a PRS licence (1st) so that music artists get royalty fees (1) • Radios and jingles and slogans are counted as intellectual property (1st) This means that Zest Radio will need to ensure none of their jingles or slogans are under copyright (1) • Libel - broadcast material cannot be damaging to the reputation of individuals/ organisations (1st) even if they repeated/sourced from elsewhere (1) • Any other valid response 	<p>4 2.3</p>	

Question	Answer	Marks	Guidance
7*	<p>Level 4 16-20 marks</p> <p>There is an excellent discussion of four creative marketing methods that are wholly appropriate and justified and research has been fully considered. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.</p> <p>Level 3 11-15 marks</p> <p>There is a good discussion of at least three creative marketing methods that are appropriate and sometimes justified and research has been considered. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</p> <p>Level 2 6-10 marks</p> <p>There is a basic understanding of at least two creative marketing methods that are only partly appropriate. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p> <p>Level 1 1-5 marks</p> <p>A limited understanding of creative marketing methods is demonstrated. Few, if any, of the methods suggested may not be appropriate. There will be some errors of spelling, punctuation and</p> <p>0– no response or no response worthy of credit.</p>	<p>20 4.1, 5.1, 5.2</p>	<p>A candidate can only gain a level 4 if four plausible creative methods have been discussed and are appropriate for the brief.</p> <p>Creative methods may include:</p> <ul style="list-style-type: none"> - Social media competitions with the same competitions on billboards - Website and YouTube channel pop ups advertising the same content as on TV idents if they had a TV subsidiary like the BBC. - Presenters for Radio Zest Xtra featuring on Instagram interviews and interviews in newspapers/magazines/youth blogs - Main social media trailers of presenters in studio on TikTok also feature the same slogans such as ‘Zest of Music’ on all billboards. - Influencer marketing/promotion program to push the campaign - Community involvement, sponsorship of events to show details to possible audiences

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