

Tuesday 7 June 2022 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875 Unit 6: Social media and globalisation

Time allowed: 1 hour 30 minutes

C364/2206



No extra materials are needed.



Please write clearly in black ink.

Centre number

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Candidate number

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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.

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Question No	Mark
1	/9
2	/7
3	/2
4	/4
5	/8
6	/30
Total	/60

SECTION A

Answer **all** the questions.

1 (a) Identify **four** online products that let you make video calls.

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

[4]

(b) Explain **one** way that using video calls impacts on the concept of globalisation.

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[3]

(c) Identify **two** disadvantages of globalisation.

- 1.....
- 2.....

[2]

2 (a) Explain the term **viral negative publicity**.

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..... [3]

(b) Identify and explain how **one** social media channel can be used by industries to support the branding of a digital media product.

Use an example from a **real media product** to support your answer.

Social media channel:
.....
.....
.....
.....
..... [4]

3 Identify **two** negative social impacts of using social media.

1.....
2..... [2]

4 Identify and explain **two** legal considerations that affect how social media can be used when marketing a brand.

1.....

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2.....

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[4]

5 Compare how **two** different social media channels might be used to generate ideas for a new digital media product.

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[8]

SECTION B

Warchester Rugby Club are a new rugby club. The club want a marketing campaign and online presence to promote the club and attract potential sponsors. Energy drink ‘Blast Race’ are their first sponsor.

Warchester Rugby Club want all ages and genders to support and follow the club.

They have a line of sportswear including shirts, shorts, scarves and backpacks in club colours that they want to promote.

You have six months to promote the club.

6* Develop a blended marketing campaign that will promote Warchester Rugby Club.

In your campaign, you must include the following aspects:

- Blended marketing content
- Social media channels used to reach a variety of audiences
- Methods to gather audience feedback during the campaign

You should justify your decisions.

[30]

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END OF QUESTION PAPER



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