

Wednesday 15 June 2022 – Morning

Level 3 Cambridge Technical in Digital Media

05875 Unit 25: Research for product development

Time allowed: 2 hours

C365/2206



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

D	D	M	M	Y	Y	Y	Y
---	---	---	---	---	---	---	---

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 **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	/6
6	/14
7	/20
Total	/80

Answer **all** the questions.

1 (a) (i) Identify **four** radio programmes that are broadcast on public service radio in the UK.

- 1
- 2
- 3
- 4

[4]

(ii) Identify and explain **two** technical conventions that are used in public service digital radio programmes.

Use your research or experience to support your answers.

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

[6]

- (b) (i) Identify **two** primary definers that might be used as part of a news broadcast on public service radio.

Explain why each primary definer would be suitable, using your research or experience to support your answers.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

- (ii) Identify and explain **one** way that you could ensure the primary definers you want to use in a radio news report are reliable.

.....

.....

.....

.....

.....

.....

.....

[3]

2 (a) Identify **three** stock media libraries that could be used to source sound effects for use in programmes on Universal Zest Radio.

1

2

3

[3]

(b) Identify and explain **two** advantages of using stock media libraries for radio production.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

[6]

3 Identify **three** secondary sources of information that Zest Radio could use to find out about the regulatory codes of practice for public service radio.

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

[6]

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

4 Identify and explain **two** ways that Zest Radio can use social media to market the launch of the station.

Use your research or experience to support your answers.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]

5 Identify and explain **two** ways that the marketing mix would be used when planning an advertising campaign for the launch of Zest Radio.

Use your research or experience to support your answers.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

6 (a) Identify and explain **two** ethical issues that Zest Radio would need to consider when broadcasting content.

1

.....

.....

.....

.....

2

.....

.....

.....

[4]

- (b) Identify and explain **two** legal issues Zest Radio would need to consider when planning content.

Use your research or experience to support your answers.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

- (c) Identify and explain **two** potential advantages of using a contingency plan when producing radio programmes.

Use your research or experience to support your answers.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[4]

7* Zest Radio needs to develop a plan to collect audience feedback. The feedback will be used to review whether their broadcasts reflect the PSB ethos.

Identify **four** methods of gathering audience feedback that Zest Radio could use and explain why you think each method would be suitable. Justify your answers with reference to the research you have undertaken.

[20]

1

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

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.



Oxford Cambridge and RSA

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, OCR (Oxford Cambridge and RSA Examinations), The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.

© OCR 2022

C365/2206