

Modified Enlarged 18 pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

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 plus your additional time allowance

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**

D	D	M	M	Y	Y	Y	Y
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READ INSTRUCTIONS OVERLEAF

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 (*).

ADVICE

Read each question carefully before you start your answer.

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.

[3]

(c) Identify TWO disadvantages of globalisation.

1 _____
2 _____

[2]

2 (a) Explain the term VIRAL NEGATIVE PUBLICITY.

[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

2

[4]

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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