

Tuesday 17 January 2023 – Morning

Level 3 Cambridge Technical in Digital Media

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

Time allowed: 1 hour 30 minutes

C364/2301



No extra materials are needed.



Please write clearly in black ink. **Do not write in the barcodes.**

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.

SECTION A

Answer **all** the questions.

1 (a) Identify **three** ways that social media can be used to advertise video games.

- 1
- 2
- 3

[3]

(b) Explain **one** reason that industries choose to advertise video games using social media.

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[3]

2 (a) Identify and explain **one** online method that media professionals can use to generate funding for new products.

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[3]

4 Identify and explain how **two** online tools can be used to plan the production of a digital media product.

Use examples to support your answer.

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[4]

SECTION B

JetStar TV are an independent television production company based in the UK. The company is working with a major commercial broadcaster, CNV3, to promote the launch of their new historical drama programme 'Far from Greendale Valley'.

The programme is set in the mid-1800s and focuses on the struggles of a working-class family, the Johnsons. One of the lead characters, 19-year-old Harry Johnson, is played by famous actor Justin Reynolds.

The programme will be aired before the watershed and features a variety of characters to appeal to different age groups. CNV3 have already secured sponsorship from global e-commerce retailer 'Tribal'. JetStar TV and CNV3 are starting the marketing campaign 6 months before the launch.

6* Develop a social media campaign that will promote the launch of the 'Far from Greendale Valley' TV programme.

In your campaign, you must include the following aspects:

- Content plans
- Channels used to reach a variety of audiences
- Timescale, milestones, and review dates

You should justify your decisions.

[30]

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END OF QUESTION PAPER



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