



Oxford Cambridge and RSA

# Wednesday 18 January 2023 – Afternoon

## Level 3 Cambridge Technical in Digital Media

05875 Unit 25: Research for product development

Time allowed: 2 hours

C365/2301



**You must have:**

- your copy of the Pre-release



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 

D	D	M	M	Y	Y	Y	Y
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### 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.

Answer **all** the questions.

1 (a) (i) Identify **four** British actors who have been cast in social realist films.

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

[4]

(ii) Identify **one convention** of social realist films and explain how this is created using production techniques.

Use your experience or research to support your answers.

- .....
- .....
- .....
- .....
- .....
- .....

[3]

(b) (i) Identify and explain **two** appropriate **geographical filming locations** for BestFilmUK's first film.

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

[4]

(ii) Identify and explain **one secondary source** that could be used to find out information about potential locations.

Use your experience or research to support your answer.

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..... [3]

2 (a) Identify **two online sources** that could be used to find out about the content of video on-demand services.

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

(b) Identify **one purpose** of social realist films and explain how this could appeal to the identified target audience.

Use your experience or research to support your answer.

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..... [3]

3 (a) Identify **three** ways vulnerable people could be **protected** when planning the content for BestFilmUK films.

1 .....

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2 .....

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3 .....

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**[3]**

(b) Identify **two** potential **legal** issues that need to be considered with film production and explain how you could resolve these.

1 .....

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2 .....

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**[6]**

4 Identify **three** parts of the **marketing mix** and explain how each can be used to support the launch of BestFilmUK.

Use your experience or research to support your answer.

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[9]

- 5 (a) Identify **two production documents** that would be needed before shooting starts for BestFilmUK's first film.

Explain why each document is required.

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2 .....

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[4]

- (b) Identify and explain **one contingency** that could be used if a key actor becomes ill during filming.

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[3]

- 6 (a) Identify **one technology company** that could sponsor BestFilmUK's first film.  
Explain why they would be suitable.

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..... [3]

- (b) Explain **two** ways that **technology companies** may benefit from sponsoring films.  
Use your experience or research to support your answer.

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2 .....

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..... [6]

7 (a) Identify **two** advantages of using a **boom mic** when filming.

Use your experience or research to support your answer.

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2 .....

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**[4]**

(b) Identify **three** types of **sound** used in a film.

1 .....

2 .....

3 .....

**[3]**



**8\*** Identify **four methods** that BestFilmUK can use to gain **audience feedback** on their first film.  
 Explain why each method is suitable.  
 Justify your answers with reference to your experience or research.

**[20]**

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**END OF QUESTION PAPER**

**ADDITIONAL ANSWER SPACE**

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins – for example, 2(b) or 6(a).

A vertical line on the left side of the page is followed by 25 horizontal dotted lines, providing a ruled area for writing answers.



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