Level 2 Cambridge Technicals Digital Media Suite

05898 - OCR Level 2 Cambridge Technical Certificate in Digital Media
05899 - OCR Level 2 Cambridge Technical Diploma in Digital Media

Unit 1: Digital media and emerging technologies

Sample assessment material
Time: 45 minutes

> This test is a computer based test and will be completed using Surpass on the OCR Secure Assess portal.
>
> This sample assessment material illustrates the styles and types of questions that make up this test, along with its associated mark scheme.
>
> This test will be available as a practice test on the OCR Secure Assess portal.
>
> There will not be a paper test available for these qualifications.

First Name		Last Name	

Centre Number					Candidate Number				

Date of Birth								

INFORMATION FOR CANDIDATES

- The total mark for this paper is **40**.
- The marks for each question are shown in brackets **[ ]**.

Answer **all** questions.

1. Select **ONE** advantage of using a Smart device.

   (a) you can carry out multiple activities from one device ☐

   (b) you can carry all smart devices around with you ☐

   (c) you can project information on any surface ☐

   (d) the device uses rechargeable batteries ☐

   [1]

2. Select **ONE** reason why JavaScript is used when producing websites that are viewed across a variety of platforms.

   (a) because the source code can be written to ensure a website will automatically resize according to the device it is viewed on ☐

   (b) to make sure that all the video files included on a website play via YouTube HTML ☐

   (c) because the source code can be written to allow for any downloads from the website to be in PDF file format ☐

   (d) to make sure that none of the links in the website break when viewed on a variety of portable devices ☐

   [1]

3. How high, in feet, are you legally allowed to fly a personal drone in the UK?

   (a) 400 ☐

   (b) 50 ☐

   (c) 310 ☐

   (d) 600 ☐

   [1]

4. What is a potential negative effect of using a photo editing app, such as Instagram?

(a) using filters to enhance your images means that you won't get a job when attending an interview ☐

(b) using filters on a photo editing app means that you can't use Adobe Photoshop correctly ☐

(c) when applying filters you automatically lose your original images ☐

(d) seeing highly edited photographs may alter your perception of reality, leading to low self-esteem ☐

[1]

5. Select **TWO** benefits to a media publishing organisation in producing a digital magazine. Select **TWO** options.

(a) they can distribute the magazine to audiences for free ☐

(b) users can create their own content for inclusion in the magazine ☐

(c) it allows them to create more publishing jobs ☐

(d) there are lower production costs ☐

[1]

6. Drag the **TWO** audio files into the answer box.

☐

WAV   PNG   AVI   MP3   TIFF   MP4

[1]

7. Which **ONE** of the following is the main reason film distributors put QR codes on advertising posters?

(a) so the audience can photograph the film poster and upload it to social media

(b) so the audience can have a link to a TV show and social media

(c) so the audience is given full information about the age rating of the film by the BBFC

(d) so the audience can have a direct link to the film website and social media

[1]

8. Holographic technology has branched out into projecting virtual assistants to aid customers. Where are they most commonly found?

(a) bus stations

(b) airports

(c) train stations

(d) ferry ports

[1]

9. The use of a 'Second Screen' in viewing a television programme, enables the audience to interact by:

(a) watching the programme on a mobile device at the same time

(b) using an app to vote for a particular contestant

(c) catching up on the programme using a computer

(d) using a tablet device to talk to you friend through a messenger service

[1]

10. Which **ONE** of the following is an example of cross platform marketing?

(a) promoting a new film at the cinema with digital billboards ☐

(b) promoting the release of different songs on Soundcloud ☐

(c) promoting the release of a new video game on television and social media ☐

(d) promoting a new gossip magazine on a television chat show like Loose Women ☐
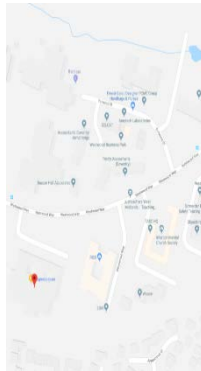
[1]

11. Which image shows an example of hyperlocal advertising?

Map data ©2018 Google   Map data ©2018 Google

(a)   **(b)**   **(c)**

☐   ☐   ☐

[1]

12. Read the following text and drag in the missing words to the appropriate place.

Digital media technologies have had an impact on the way we receive our news.

Smart devices such as mobile phones and tablets enable consumers not only to view

the news, but to be able to _____ the news themselves. Many news

organisations constantly scan social media networks for breaking news produced by

_____.

read	citizen journalists
newsreaders	report

[1]

13. Which is the correct statement about VR, AR and MR?

(a) VR is an immersive computer simulated reality, AR shows the physical world together with computer generated content, MR is a hybrid reality of merging both physical and virtual reality ☐

(b) VR is a computer generated simulation with elements of the physical world, AR is a mixture of the physical and virtual world being simulated, MR is a full computer simulation with no elements of the physical world ☐

[1]

14. What is the difference between 3G and 4G?

(a) 4G only allows Voice and Data signals, whereas 3G also allows Video signals ☐

(b) 4G uses a higher speed IP data network than 3G ☐

(c) 3G only allows Voice and Video signals, whereas 4G also allows Data signals ☐

(d) there is no difference between 3G and 4G ☐

[1]

15. What does UGC stand for?

(a) User Generated Content ☐

(b) Universally Generated Computer ☐

(c) Universally Generic Content ☐

(d) User Generic Computer ☐

[1]

16. The 'Internet of Things' can allow organisations to: Select **TWO** options.

(a) collect observational data from consumers' everyday behaviour, which can help target products directly ☐

(b) watch what consumers are doing with their networked devices in order to allow for a statistical analysis ☐

(c) collect data on the locations where people download music to see what people in different parts of the country are listening to ☐

(d) collect information on networked devices interactivity with other devices to see what devices people use ☐

[1]

17. Which **ONE** of the following TV channels is an example of 'time-shifting'?

(a) BBC One HD ☐

(b) ITV2 ☐

(c) BBC One ☐

(d) ITV+1 ☐

[1]

18. Select **ONE** problem a tourist will encounter when using social media in China.

(a) they cannot access WhatsApp on an iPhone because the Chinese government have only allowed it on Android devices ☐

(b) they cannot access YouTube because the broadband speed is too slow owing to the high population ☐

(c) they cannot access Twitter because it is blocked by the Chinese government ☐

(d) they cannot upload photos to Facebook because taking photographs to share with others is not allowed in China ☐

[1]

19. Select **ONE** advantage of using a pop up advert to promote a new film, compared to using a trailer.

(a) a pop up is push media and can be specifically targeted to a fan of similar films, whereas a trailer targets everyone ☐

(b) a pop up allows the audience to see the main actors in the film more than in a trailer ☐

(c) the trailer only allows a film fan to watch for 30 seconds whereas the pop up lasts a minute ☐

(d) a pop up is push media and therefore can be saved for later whereas a trailer cannot ☐

[1]

20. Which **ONE** of the following should a music fan consider when writing a review of a gig they have been to and uploading it to Twitter?

(a) they will need to make sure the review is 500 words so it fits on Twitter ☐

(b) they should not include photos of the band and tag them ☐

(c) they should not write anything about the gig that will discourage others from going to see the band ☐

(d) they should not write anything that could be considered racist about another member of the audience at the gig ☐

[1]

21. The use of social media has allowed individuals to be able to adopt an online persona. Select **TWO** implications of having an online persona?

(a) you make too many friends on social media ☐

(b) you can create an idealistic persona of yourself ☐

(c) your true identity can be masked ☐

(d) other people may not recognise your avatar persona ☐

[1]

22. A toy store's app allows the user to interact with designated signage in the stores to play virtual games and bring toys to life. What type of technology does it use?

(a) VR ☐

(b) AR ☐

(c) MR ☐

(d) AI ☐

[1]

23. Drag **TWO** positive effects of playing MMORPGs into the answer box.

┌─────────────────────┐
│   │
│   │
│   │
└─────────────────────┘

Teamwork   Achieve goals   Benefits to physical health
Learning how to drive a vehicle   Developing combat skills

[1]

24. Which of the following is an example of Internet addiction disorder:

(a) obsessively checking phone for updates on social media ☐

(b) playing a video game throughout the night to finish a level ☐

(c) worrying about your selfie shots when you use a photo editing app ☐

(d) logging in to VOD TV and watch a complete boxset in one go ☐

[1]

25. Watch this video clip. Which **ONE** of the following hardware devices would you use to film this sequence?

(Video clip to watch)

Video.mov

© FCG/Shutterstock.com

(a) still camera ☐

(b) IMAX camera ☐

(c) drone camera ☐

(d) bridge camera ☐

[1]

26. Select **ONE** positive outcome of contributing to a film review blog.

(a) you gain experience as a published citizen journalist ☐

(b) you get to meet other people with similar interests face to face ☐

(c) you don't have to work with other people, you can do it alone ☐

(d) you can use other peoples' work and pass it off as your own ☐

[1]

27. Read the following text and drag in the missing words to the appropriate place.

Viral marketing is an advertising and marketing technique which relies more on the

use of social media and consumers sharing content rather than using

_____methods such as film posters. It can be used to create a buzz

about a new film, so that consumers can interact and share with others. For

example, a _____ trailer can be shown before the release of the official

trailer.

above the line	teaser
traditional	mini

[1]

[1]

28. Which **ONE** of the following allows a publisher to interact with the target audience of their printed magazine to gain feedback on the content.

(a) a link to a discussion article posted on Facebook ☐

(b) YouTube video of the production of the magazine ☐

(c) Snapchat of an interview with a celebrity from the magazine ☐

(d) magazine cover and latest content featured on an advert on TV ☐

[1]

29. How do you define a 'Smart' device?

(a) an electronic device, which can link to various distribution technologies to share, interact and provide a service ☐

(b) a portable device that allows people to make notes whilst they are in a meeting ☐

(c) a handheld device that allows people to create video and audio content for a client ☐

(d) an electronic device, which can allow users to calendar meetings and then share with work colleagues ☐

[1]

30. What are 'tracking cookies' used for?

(a) to place a small programme in your web browser, which can track and personalise your browsing activities ☐

(b) to place small text files to track and collect your personal information when you are using your web browser ☐

(c) to place small text files in your web browser, which can track and personalise your browsing activities ☐

(d) to place a small programme on your computer, which can download viruses or spyware and track when you are using your web browser ☐

[1]

31. Using Virtual Reality environments could cause which **ONE** of the following:

(a) ear ache ☐

(b) eye infection ☐

(c) nausea and vomiting ☐

(d) repetitive strain injury ☐

[1]

32. What is 'Social' film?

(a) when the viewer can help promote a film by reviewing the best scenes from a trailer using social media ☐

(b) when the viewer is able to watch a film on social media ☐

(c) when the viewer can discuss the film with other fans on social media ☐

(d) when the viewer, through social media, is able to interact and directly influence the film being produced ☐

[1]

33. When filming a commercial video in a park and distributing it online, it is your personal responsibility to:

(a) distribute footage online featuring the general public only

(b) obtain permission for location use from the local council

(c) check the settings of the camera so the ISO is correct

(d) check the privacy settings of the online software so that it is set to public

[1]

34. NFC is a form of contactless technology. What do the letters NFC stand for and what does it do?

(a) New Face Connection, a biometric contactless payment method

(b) Near Field Communication, a contactless payment method

(c) New Field Connection, a bluetooth contactless technology to download music

(d) Near Face Communication, a contactless payment method

[1]

35. In CGI what two colours are traditionally used in Chromakeying? Drag the two colours into the answer box.

Red   Yellow   Green   Black   White   Blue

[1]

36. Match the file type to the correct quality.

File Type
TIFF
PNG

Quality
Low quality compressed file
High quality uncompressed file

[1]

37. Zapworks is a software application for creating:

(a) VR applications ☐

(b) MR applications ☐

(c) AR applications ☐

(d) AI applications ☐

[1]

38. What **ONE** purpose would you use Soundtrap software for?

(a) to edit video and audio files for distribution ☐

(b) to edit audio files online for distribution ☐

(c) to design a new page of a magazine ☐

(d) to design a new film poster because it is a template software ☐

[1]

39. Which **ONE** of the statements is the correct definition of lossy compression? When a file is:

(a) saved and data is reconfigured to make the file high quality

(b) saved and data is removed to make the file smaller

(c) saved and there is no loss of data, making the file high quality

(d) copied and data is removed to make the file smaller

[1]

40. Complete the lines on the table by selecting the correct resolution and the correct definition from the dropdown lists.

Resolution	Dimensions	Definition
480i	480 x 720	SD
<DROP BOX 1>	1280x720	HD Ready
1080p	1920 x 1080	<DROP BOX 2>

<DROP BOX 1> - 1280i, 720p, 840p

<DROP BOX 2> - Full HD, Ultra HD, 4K

[1]

[Paper Total 40]

END OF QUESTION PAPER

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SPECIMEN

Sample Assessment Material
OCR Level 2 Cambridge Technical Certificate in Digital Media
OCR Level 2 Cambridge Technical Diploma in Digital Media
05898/05899

Unit 1: Digital media and emerging technologies

MARK SCHEME

Duration: 45 minutes

MAXIMUM MARK   40

This document consists of 2 pages

Question	Answer	Marks
1	A	1
2	A	1
3	A	1
4	D	1
5	A & D	1
6	WAV, MP3	1
7	D	1
8	B	1
9	B	1
10	C	1
11	B	1
12	Gap one - report Gap two - citizen journalists	1
13	A	1
14	B	1
15	A	1
16	A & C	1
17	D	1
18	C	1
19	A	1
20	D	1
21	B & C	1
22	B	1
23	Teamwork, Achieve goals	1
24	A	1

Question	Answer			Marks
25	C			1
26	A			1
27	Gap one - traditional Gap two - teaser			1
28	A			1
29	A			1
30	C			1
31	C			1
32	D			1
33	B			1
34	B			
35	Green and Blue			1
36	TIFF: HIGH QUALITY PNG: LOW QUALITY			1
37	C			1
38	B			1
39	B			1
40	Resolution	Dimensions	Definition	1
	480i	720x480	SD	
	720p	1280x720	HD Ready	
	1080p	1920x1080	**Full HD**	