



General Certificate of Secondary Education
June 2014

Media Studies

48101

Unit 1 Investigating the Media

Topic Promotion & Marketing of Video Games

Wednesday 11 June 2014 9.00 am to 10.30 am

For this paper you must have:

- an AQA 8-page answer book
- a clean copy of 48101/PM (enclosed)
- a blank storyboard sheet (enclosed)
- drawing and colouring materials.

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Time allowed

- 1 hour 30 minutes

Instructions

- Use black ink or black ball-point pen. You should use coloured pencils, fine liners and a ruler where appropriate.
- Write the information required on the front of your answer book. The **Paper Reference** is 48101.
- Answer **all** tasks.
- You may make sketches and diagrams to help develop your answers where appropriate.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.
- Label clearly your additional sheets. Make it clear which task each sheet relates to. Attach them securely to your answer book.
- You may **not** bring your copy of the Preliminary Material (48101/PM) or any preparatory material to this examination.

Information

- The marks for tasks are shown in brackets.
- All tasks carry equal marks.
- The maximum mark for the paper is 60.
- You are reminded of the need for good English and clear presentation in your answers. Quality of written communication will be assessed.

There are no tasks printed on this page

Answer all tasks

All tasks carry equal marks

0	1
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We think that a successful marketing campaign for a video game needs to do the following:

- provide information about the game
- create excitement and interest.

How successful were the two campaigns you researched in doing this? Don't forget to give us examples from both campaigns.

[15 marks]

0	2
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An ingredient of our games marketing campaign will be a television advertisement shown across all commercial channels in the early evening. Design the advertisement for your chosen game. You should use the storyboard sheet enclosed.

[15 marks]

0	3
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Now we need your suggestions for using social networking and e-Media to promote your chosen game. Give us some examples of how we can do this to reach our target audience.

[15 marks]

0	4
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Explain why your storyboard and suggestions for using social networking sites and e-Media will be successful.

Tell us how they meet the needs of the brief and why they will persuade the target audience to buy your chosen game.

[15 marks]

END OF TASKS

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