

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.

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Answer all tasks

All tasks carry equal marks

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

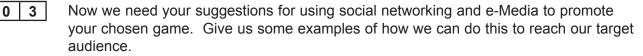
- provide information about the game
- create excitement and interest.

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

[15 marks]

2 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]



[15 marks]

4 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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