

Please write clearly in block capitals.	
Centre number	Candidate number
Surname	
Forename(s)	
Candidate signature	

Level 3 Technical Level Entertainment Technology BUSINESS FOR VIDEO GAMES

Unit M/507/6610

Wednesday 21 June 2017

Morning

Time allowed: 2 hours

Materials

For this paper you must have:

- pens
- pencils.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- There are two sections to this paper.
- Both sections should be attempted.
- Learners should spend approximately 60 minutes on Section A and 60 minutes on Section B.
- There are 80 marks available for this paper.
- The marks for the questions are shown in brackets.

Advice

• Please read each question carefully before starting.

For Examiner's Use	
Examine	r's Initials
Question	Mark
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TOTAL	

Section A

Answer all questions in this section.

Total for this section: 50 marks			
In the multiple	e choi	ce questions, only one answer per question is allowed.	
For each ans	wer c	ompletely fill in the circle alongside the appropriate answer.	
CORRECT MET	ΓHOD	● WRONG METHODS ② ● ✓	
If you want to	chan	ge your answer you must cross out your original answer as show	n.
If you wish to select as sho		n to an answer previously crossed out, ring the answer you now w	vish to
0 1	_	ames studio's R&D department want to invest in the most recent cus for game developers', which is	major area
	Α	e-sports	0
	В	free to play games	0
	С	mobile games	0
	D	virtual reality	0
			[1 mark]
0 2	com	experienced businessperson has started investing in other people panies. One of their friends asks them why they want to take the They state that their primary reason is	
	A	belief in the management team	0
	В	tax relief	0
	С	personal interest in what the company does	0
	D	chance of making more money than if they put the money in the bank	0
			[1 mark]



0 3		cent graduate is setting up their first company. The first step is tompany with	o register as
	Α	a bank	0
	В	Companies House	0
	С	HMRC	0
	D	shareholders	0
			[1 mark]
0 4	stude	director of a game development studio has been asked to speak ents about the role of a game designer. He explains that whilst g gners can be responsible for lots of things, their key role is to	game
	Α	define the art style of the game	0
	В	manage the team	0
	С	make the art for the game	0
	D	work out the mechanics of the game	
			[1 mark]
0 5		management team of a game development studio is planning the ct. The CEO says that they should have a soft launch because.	
	Α	they can then test the game and fix any issues before full release	0
	В	the game will start making money earlier	
	С	it may provide free testers, reducing the cost of professional testing	0
	D	it will reduce the budget they will need to get the game to market	0
			[1 mark]
		Turn over for the next question	



0 6	have	stablished UK game studio needs to raise funding for their new gas been advised to set-up a Special Purpose Vehicle (SPV) by their use	•	
	Α	it will make their cashflow more efficient	0	
	В	it will make the company more attractive to possible investors	0	
	С	they will be able to split staff between the two companies	0	
	D	they don't want to give away equity in their company		
			[1 mark]	
0 7	their	director of a start-up game studio is planning to meet publishers t game. He is researching the difference between third party and shers. He learns that first party publishers		
	Α	are the best publishers		
	В	only publish games made by developers that they own		
	С	own the platform that they publish on		
	D	publish across multiple platforms	0	
			[1 mark]	
0 8	anyo	ogrammer gets promoted to lead programmer. She has never make the before but is now in charge of 5 people. She quickly realises way to delegate a task is to	•	
	Α	give full responsibility to the person for delivering the task		
	В	give the person parameters within which to work, with specific goals	0	
	С	tell the person exactly what to do step by step		
	D	tell the person what is needed and provide a deadline, letting them decide the details	0	
			[1 mark]	
				8



0 9	The founder of a start-up business realises the need for a shareholders' agreement.	
	State the purpose of a shareholders' agreement and give two examples of what it covers.	
	[3 marks]	
		3
1 0	A director of a start-up company needs to take more control of the company's finances, and explains to colleagues that there are three key financial tools to be considered. [3 marks]	
	Describe each of the key financial tools identified below:	
	Cashflow forecasts	
	Financial accounts	
	Management accounts	
	-	3

Turn over for the next question



1 1	A business that has been running for six months is trying to carry out an analysis of their business proposition and define its position within the market using Porter's Five Forces.
	Identify the name and state the purpose of three of the sections within Porter's Five Forces. [6 marks]



1 2	The founders of a start-up company are deciding on the management and ownership structure of the business.
	Andy wants to run the company and do commercial deals.
	Satish wants to do programming only.
	Emma wants to do art but also wants to manage production and operations.
	Identify who should be directors of the business and who should be shareholders. Give reasons for your answers.
	[6 marks]

Turn over for the next question

Turn over ▶

6

1 3	You have been asked to explain to the director of a game development studio why they might benefit from SEIS and EIS. Draft the content of an email to explain the following:	
	[6 marks]
(8	a) What SEIS and EIS stand for?	
(i	Which organisation is responsible for SEIS/EIS?	
(0	What each of these are for and why they exist?	
(0	d) Identify two differences between them.	
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1 4	A producer of a start-up game development studio is considering what roles she will need to fill. In her previous job, she managed a studio of 400 people, including 50 programmers who were building and using a proprietary game engine. However, for this start-up studio, she only needs to hire 5 programmers.
1 4 . 1	Explain three differences that the producer needs to consider now when hiring staff compared to her previous job? [3 marks]
1 4 . 2	State three types of programmers she may want to hire. [3 marks]
	Turn over for the next question



A game designer is designing a new Free to play game. This is the current 1 5 overview. Identify the name of each loop, explain what it is and state how this diagram relates to the business model of the game. [6 marks] + level up team members + unlock new team members Build team + unlock new map areas Battle + unlock achievements Craft equipment + level up on equipment + unlock new equipment



6	The directors of a small game development studio are working on the marketing strategy for their first game. They are self-funding, don't have a publisher and have a £2000 marketing budget.
	Outline three types of marketing typically used for games promotion and assess the suitability of each.
	[6 marks

Turn over for Section B



Section B

Answer all questions in this section
Total for this section: 30 marks
Imagine you are starting a games company next year, making premium games that you want to release on Steam. Your first game is going to cost £150 000 to develop. There are many different aspects that you need to address, such as the legal requirements of setting up a business, financial planning, building a team, managing the development and release of the game and your own personal strengths and weaknesses.
Identify and explain four challenges in relation to starting a games company of this type, and discuss what strategies you would use to approach each challenge. [15 marks]



Turn over for the next question



1 8	The 'Free to play' business model has now become one of the primary ways to monetise games.		
1 8 . 1	Identify and discuss two commercial considerations in developing Free to play games.		
	[6 marks	;]	
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1 8 . 2	Assess the range of impacts of Free to play games on the games indus	
		[9 marks]
	·	

15

END OF QUESTIONS



There are no questions printed on this page

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