



Please write clearly in block capitals.

Centre number

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Candidate number

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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	
Examiner's Initials	
Question	Mark
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G/TI/Jun17/E4

M/507/6610

Section AAnswer **all** questions in this section.**Total for this section: 50 marks**In the multiple choice questions, only **one** answer per question is allowed.

For each answer completely fill in the circle alongside the appropriate answer.

CORRECT METHOD



WRONG METHODS



If you want to change your answer you must cross out your original answer as shown.



If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown.

**0 1**

A games studio's R&D department want to invest in the most recent major area of focus for game developers', which is . . .

A e-sports**B** free to play games**C** mobile games**D** virtual reality**[1 mark]****0 2**An experienced businessperson has started investing in other people's companies. One of their friends asks them why they want to take that kind of risk. They state that their **primary** reason is . . .**A** belief in the management team**B** tax relief**C** personal interest in what the company does**D** chance of making more money than if they put the money in the bank**[1 mark]**

0 3

A recent graduate is setting up their first company. The first step is to register as a company with . . .

- A** a bank
- B** Companies House
- C** HMRC
- D** shareholders

[1 mark]

0 4

The director of a game development studio has been asked to speak to some students about the role of a game designer. He explains that whilst game designers can be responsible for lots of things, their **key** role is to . . .

- A** define the art style of the game
- B** manage the team
- C** make the art for the game
- D** work out the mechanics of the game

[1 mark]

0 5

The management team of a game development studio is planning their next project. The CEO says that they should have a soft launch because . . .

- A** they can then test the game and fix any issues before full release
- B** the game will start making money earlier
- C** it may provide free testers, reducing the cost of professional testing
- D** it will reduce the budget they will need to get the game to market

[1 mark]**Turn over for the next question****Turn over ►**

0 6

An established UK game studio needs to raise funding for their new game. They have been advised to set-up a Special Purpose Vehicle (SPV) by their accountant because . . .

- A** it will make their cashflow more efficient
- B** it will make the company more attractive to possible investors
- C** they will be able to split staff between the two companies
- D** they don't want to give away equity in their company

[1 mark]

0 7

The director of a start-up game studio is planning to meet publishers to discuss their game. He is researching the difference between third party and first party publishers. He learns that first party publishers . . .

- A** are the best publishers
- B** only publish games made by developers that they own
- C** own the platform that they publish on
- D** publish across multiple platforms

[1 mark]

0 8

A programmer gets promoted to lead programmer. She has never managed anyone before but is now in charge of 5 people. She quickly realises that the best way to delegate a task is to . . .

- A** give full responsibility to the person for delivering the task
- B** give the person parameters within which to work, with specific goals
- C** 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

[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

Turn over ►



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]

6

Turn over for the next question

Turn over ►



There are no questions printed on this page

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ANSWER IN THE SPACES PROVIDED**

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