AQA

Level 3 Technical Level
ENTERTAINMENT TECHNOLOGY

Unit 1 Business for Video Games

Tuesday 22 January 2019   Morning   Time allowed: 2 hours

Materials
For this paper you must have:
- pens
- pencils
- simple drawing instruments
- scientific calculator (non-programmable).

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
- The marks for questions are shown in brackets.
- There are two sections to this paper.
- Both sections should be attempted.
- The maximum mark for this paper is 80. There are 50 marks for **Section A** and 30 marks for **Section B**.
- Candidates should spend approximately 60 minutes on **Section A** and 60 minutes on **Section B**.

Advice
Please read each question carefully before starting.

For Examiner's Use	
Question	Mark
01–08	
09	
10	
11	
12	
13	
14	
15	
16	
17	
TOTAL	

Section A

Answer **all** questions in this section.

Total for this section: 50 marks

Tick (✓) the box next to the correct answer for questions **01** to **08**.

0 1 The founders of a business would be most likely to set up as a private limited company because

[1 mark]

A it involves less administration than other entities. ☐

B it is the best entity through which to employ people. ☐

C it will impress investors. ☐

D they do not want to be personally liable for the business' debts. ☐

0 2 The organisation that provides a business with a company number is

[1 mark]

A a bank. ☐

B an accountant. ☐

C Companies House. ☐

D HMRC. ☐

Do not write outside the box

0 3 Which one of the following is not a type of share?

[1 mark]

A Convertible ☐

B Exceptional ☐

C Ordinary ☐

D Preference ☐

0 4 Employer's liability insurance covers

[1 mark]

A if an employer accidentally injures an employee. ☐

B if an employee injures another employee. ☐

C if an employee injures themselves during the course of their work. ☐

D if an employer injures themselves during the course of their work. ☐

0 5 Quality assurance for games involves

[1 mark]

A testing the game to make sure it is bug free. ☐

B testing the game to make sure it meets console platform requirements. ☐

C testing the game to make sure it plays well. ☐

D testing the game to make sure it plays well and is bug free. ☐

Turn over ▶

0 6 Project management tools are used

[1 mark]

A for version control. ☐

B to replace the need for a project manager. ☐

C for storage of project files such as scripts and art assets. ☐

D to track tasks and milestones. ☐

0 7 The most effective way to forecast revenue for a game is to

[1 mark]

A estimate based on what you hope to earn. ☐

B estimate based on your assumptions and your budget. ☐

C use revenue numbers from as broad a range of games as possible. ☐

D use revenue numbers from other similar games. ☐

0 8 The difference between a venture capital fund and a private equity fund is that

[1 mark]

A private equity funds are for established businesses whereas venture capital funds are for higher risk, early stage businesses. ☐

B private equity funds don't invest in the games industry as it is too risky. ☐

C private equity funds invest via equity whereas venture capital funds invest in specific projects. ☐

D private equity funds use money from other organisations to invest whereas venture capital funds use money from individuals to invest. ☐

8

0 9 A game development studio is putting together a list of publishers to pitch their game to. They plan to approach both first party publishers and third party publishers.

Name **three** first party publishers and **three** third party publishers.

[6 marks]

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Turn over for the next question

Turn over ▶

1 0 A startup development studio has been told they need to put analytics into their game.

Give **three** examples of events that a developer would typically track in a game.

Explain why these events are tracked.

[6 marks]

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1 1 A game development studio is trying to decide what business model they should focus on in the future.

State **two** types of business model for games.

Explain **one** advantage and **one** disadvantage of each business model stated.

[6 marks]

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Turn over for the next question

Turn over ▶

1 2 The founders of a startup game development studio are aiming to raise funding for their first game. They also want to understand the type of support they can get from the UK government.

State **three** ways the UK government supports the games industry.

Explain the intended outcomes of this support.

[6 marks]

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1 3 A studio is aiming to expand its team and is trying to decide what roles they need to fill.

State what the following roles involve.

- UX designer
- Engine programmer
- Producer
- Data analyst
- Product owner
- Game designer

[6 marks]

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Turn over for the next question

Turn over ▶

1 4 Consider what project financers and equity investors will look for when considering whether to invest in a game development studio.

1 4 . 1 State **three** differences between what the project financers and equity investors will look for.

[3 marks]

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1 4 . 2 State **three** similarities between what the project financers and equity investors will look for.

[3 marks]

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1 5 Explain the difference between an 'indie' PC game, 'Triple A' console game and a 'casual' mobile game.

Advise the games investor on the typical minimum and maximum development cost of each game as a commercial project.

[6 marks]

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Turn over for Section B

Turn over ▶

Section B

Answer **all** questions in this section.

Total for this section: 30 marks

1 6   Three graduates, Gary, Anouk and Makoto have decided to start their own game development studio just outside London, making 'indie' PC games. They have managed to raise £150 000 in capital to get the company started and are unsure how long the money will last.

Gary, Anouk and Makoto want to get an office for everyone to work in. They are committed to releasing their first game within 12 months, and to finding a publisher to handle the distribution and marketing of the game, although they know that they need to build a community of fans themselves as well.

They won't have any revenue until their first game is released.

The skills of the business founders, and their proposed yearly salaries are as follows:

Gary: Studied game development at university, but wants to focus on running the business. £10 000
Anouk: Studied computer science and is going to be the technical director. £10 000
Makoto: Studied game design and is going to be the game designer. £10 000

As well as themselves, to complete their team they plan to hire seven people for the development of the game, on the following anticipated salaries per year:

- a part time (3 days a week) experienced producer: £15 000
- an experienced lead programmer: £30 000
- three programmers with at least three years' experience each: £18 000 each
- two artists with at least three years' experience each: £30 000 each.

1 6 . 1 Evaluate the suitability of the salaries and roles that are proposed.

In your answer you should:

- consider whether the proposed salaries are realistic and competitive
- propose any further roles that might be required and their salaries.

[8 marks]

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16 . **2** Evaluate how long the money they have raised is likely to last and propose how they could change their plans to enable them to complete their first game.

[7 marks]

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1 7 A game development studio has been running for three years. The two founders have now reached a point where they are ready to grow the studio from its current team of five. They are aiming to have 25 employees within two years. They recognise that they have never had any formal training in how to manage people and are concerned that they need to learn more about this to enable them to grow successfully.

Identify **five** key personal skills that the founders could improve on to enable them to successfully manage people.

Explain how they would improve on those skills.

Explain how and when these skills should be applied.

Give examples in your answer.

[15 marks]

Turn over ▶

END OF QUESTIONS

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