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# Creative Digital Media Production

## Unit 1: Digital Media Sectors and Audiences

Friday 9 January 2015 – Afternoon

**Time: 1 hour**

Paper Reference

**21526E**

**You do not need any other materials.**

Total Marks

### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

### Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*

### Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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**Answer ALL questions.**

**Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.**

**1** Give **two** examples of a media sector.

1.....

2.....

**(Total for Question 1 = 2 marks)**

**2** Which **one** of the following is a digital publishing product?

- A** TV drama
- B** Radio news
- C** Animation
- D** e-Magazine

**(Total for Question 2 = 1 mark)**

**3** Give **two** examples of a production task when producing a digital game.

1.....

2.....

**(Total for Question 3 = 2 marks)**

**4** Which **one** of the following would be considered part of the post-production process when making a music video?

- A** Editing shot footage
- B** Designing a flyer
- C** Recording video footage
- D** Writing a script

**(Total for Question 4 = 1 mark)**



5 Which **one** of the following would **not** be considered a pre-production activity when producing a radio programme?

- A Developing ideas
- B Writing a radio drama
- C Recording sound effects
- D Pitching an idea

(Total for Question 5 = 1 mark)

6 Give **two** examples of a camera movement.

1 .....

2 .....

(Total for Question 6 = 2 marks)



7

LooksSimple, a television production company, has decided to produce a new television programme aimed at young people 10–14 years of age.

It would like to encourage young people to produce content for the television programme.

It sees this as a way of reaching and engaging the target audience.

- (a) Give **two** examples of how LooksSimple could distribute its programme to the target audience.

(2)

1

2

- (b) Give **two** examples of how LooksSimple might give young people an opportunity to produce content for the television programme.

(2)

1

2

- (c) Explain **one** reason the audience might prefer to be an active viewer of the television programme.

(2)

(Total for Question 7 = 6 marks)



8 Give **two** responsibilities of the British Board of Film Classification (BBFC).

1 .....

.....

2 .....

.....

**(Total for Question 8 = 2 marks)**

9 Reading an e-book is an example of passive viewing.

Give **one** other example of a digital media product that can be consumed passively.

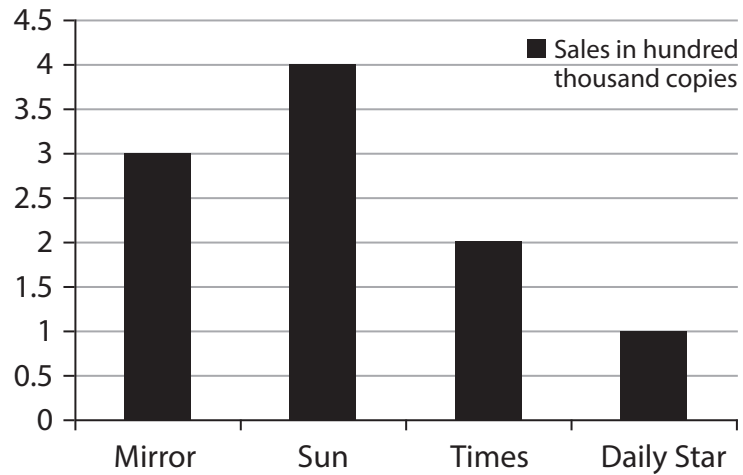
.....

**(Total for Question 9 = 1 mark)**

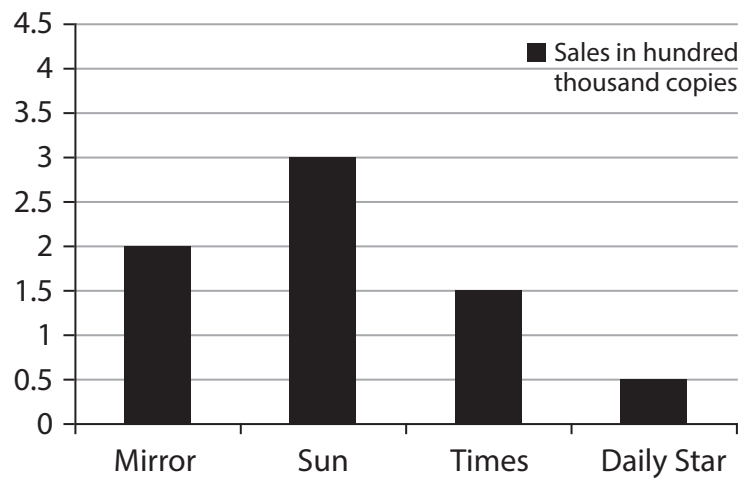


10 Graph A and Graph B below represent the breakdown of the sales figures for four printed daily national newspapers.

Use the information in the graphs to answer questions 10(a) and 10(b).



**Graph A: Sales of printed daily national newspapers, 21 June 2000**



**Graph B: Sales of printed daily national newspapers, 21 June 2012**

(a) By how much have sales of the Sun newspaper dropped between 21 June 2000 and 21 June 2012?

(1)





11 Name the regulatory body responsible for age ratings and the categorisation of computer games.

(Total for Question 11 = 1 mark)

12

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Explain **two** stylistic codes the producer of this poster has used to create meaning for the target audience.

1 .....

.....

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.....

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2 .....

.....

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.....

**(Total for Question 12 = 4 marks)**

**13** Explain **one** advantage and **one** disadvantage of using secondary audience research when planning the production of a television documentary.

Advantage

.....

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.....

.....

Disadvantage

.....

.....

.....

.....

**(Total for Question 13 = 4 marks)**



14 Explain **one** reason why media producers use audience research data when developing ideas.

.....

.....

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.....

(Total for Question 14 = 2 marks)

15

Mary is a production assistant working on a television production for an older audience. The programme focuses on the history of education. The producer has asked Mary to find a range of potential interviewees from that period. She also has to find archive material of schools and colleges from the same period.

(a) Give **one** example of primary research that Mary could undertake.

(1)

.....

.....

(b) Give **one** secondary research method that Mary could use.

(1)

.....

.....



(c) Give **two** reasons why primary audience research provides accurate and up-to-date information.

(2)

1.....

.....

2.....

.....

**(Total for Question 15 = 4 marks)**



