

Write your name here

Surname

Other names

Centre Number

Learner Registration Number

**Pearson BTEC  
Level 1/Level 2  
First Award**

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# Creative Digital Media Production

## Unit 1: Digital Media Sectors and Audiences

Monday 11 May 2015 – Morning

**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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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 ☒.

Answer ALL questions.

1 Give **two** examples of digital media products from the film/video sector.

1 .....

.....

2 .....

.....

(Total for Question 1 = 2 marks)

2 Which **one** of the following would use analogue technology?

- A Podcast
- B MP3 file
- C FM radio
- D Audio CD

(Total for Question 2 = 1 mark)

3 Give **two** platforms that a producer could use to distribute a TV programme.

1 .....

.....

2 .....

.....

(Total for Question 3 = 2 marks)

4 What is meant by the term 'passive viewing'?

.....

.....

(Total for Question 4 = 1 mark)



5 Which **one** of the following is an example of a device that provides technological convergence?

- A** SLR camera
- B** Film projector
- C** Games console
- D** Analogue radio

(Total for Question 5 = 1 mark)

6 Sound can be used as a stylistic code to create meaning.

Give **two** examples of sound that might be used in a creative media product to create meaning?

1 .....

.....

2 .....

.....

.....

(Total for Question 6 = 2 marks)



7 A new video games website is being launched. It aims to provide reviews and information about the latest video game releases.

(a) The website is available on a range of mobile devices.

Give **two** reasons why this is a benefit to the audience.

(2)

1 .....

.....

2 .....

.....

(b) The website is designed to allow the audience to interact with each other.

Give **two** ways that the website designers can enable collective enjoyment.

(2)

1 .....

.....

2 .....

.....

(c) The website is owned by a major games company, whose games are featured on the website.

Explain **one** way in which this could influence the audience's opinion of the company's games.

(2)

.....

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**(Total for Question 7 = 6 marks)**



8 Give **two** regulators that are responsible for sectors within the creative media industry.

1 .....

2 .....

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

9 One example of a type of digital game is a simulation.

Give **one** other example of a type of digital game.

.....

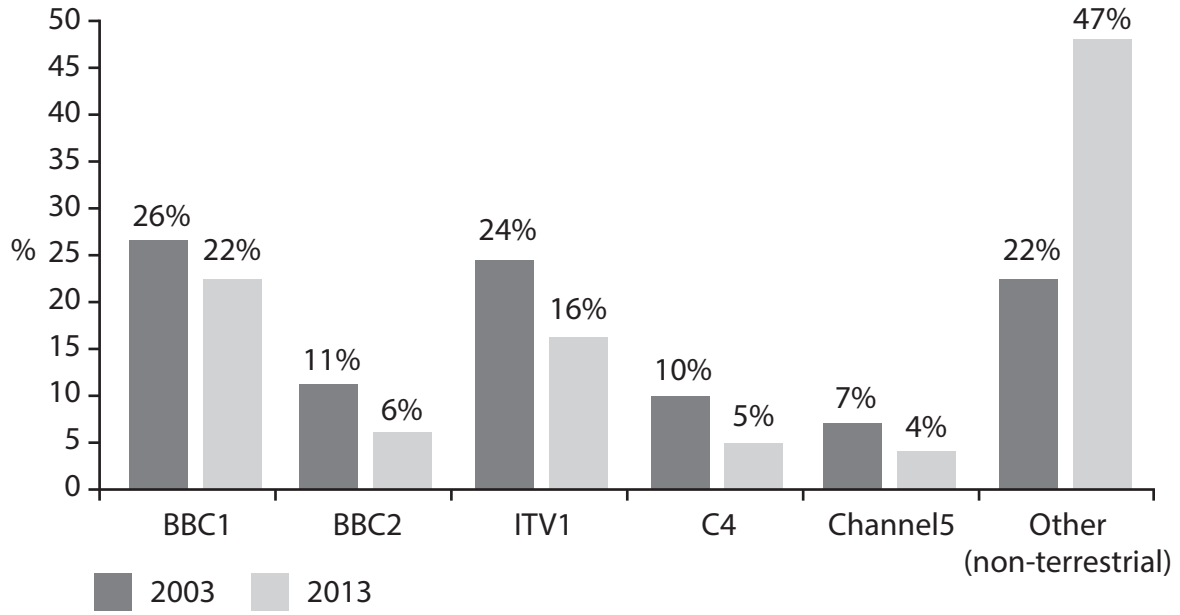
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**(Total for Question 9 = 1 mark)**



10 Refer to the table below when answering Question 10.

**UK broadcast television channels  
percentage of audience share**



(a) By how much have ITV1's viewing figures decreased between 2003 and 2013?

(1)

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(b) There has been an increase in the audience share for 'Other (non-terrestrial)' channels.

Discuss the advantages and disadvantages of there being more channels available to the audience.

(8)

Dotted lines for writing.

**(Total for Question 10 = 9 marks)**



**11** Quantitative research is a type of research that uses methods such as surveys to measure audience response using numerical data.

(a) Name **one** other type of research

(1)

.....

.....

(b) A researcher for a video documentary is asked to prepare a research plan detailing the research methods that will be used.

Explain **two** disadvantages of the researcher using only quantitative methods to research the content of the documentary.

(4)

1 .....

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2 .....

.....

.....

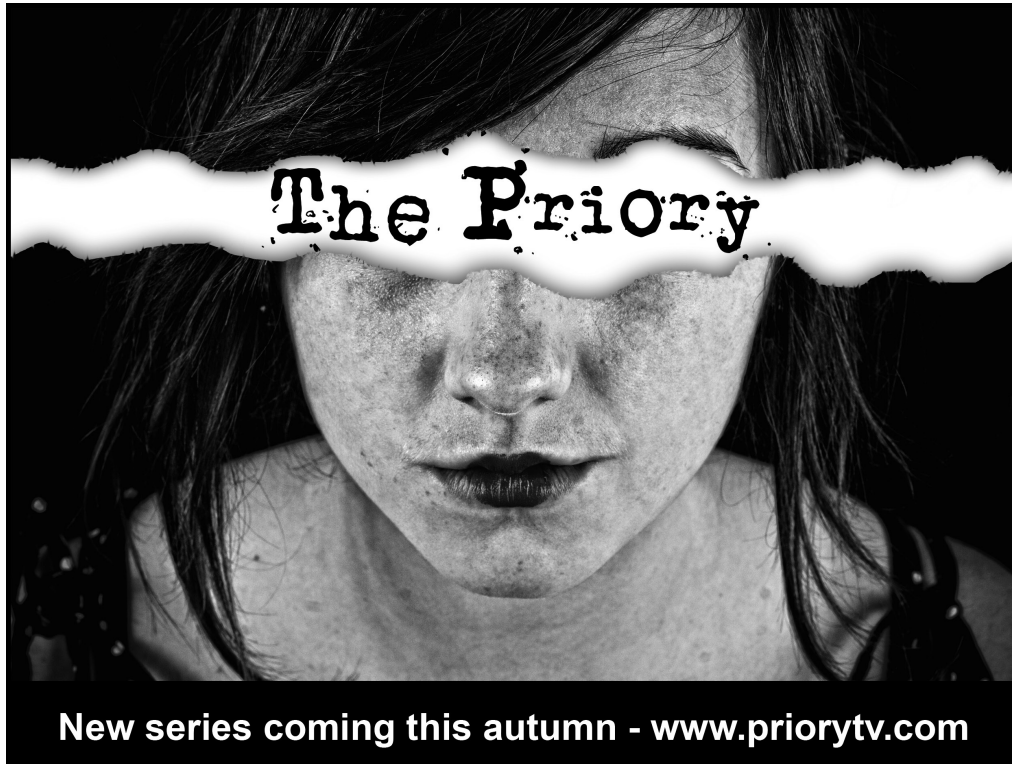
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**(Total for Question 11 = 5 marks)**





12 This poster has been made for a new television series, *The Priory*.



Explain **two** stylistic codes used by the poster to indicate the content of *The Priory*.

1 .....

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.....

.....

2 .....

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.....

.....

(Total for Question 12 = 4 marks)



13 Many publishers distribute magazines electronically.

Give **two** interactive features that could be used to enhance an e-magazine.

1 .....

.....

2 .....

.....

(Total for Question 13 = 2 marks)

14 A video company is launching a new online soap opera called *New City College*. The soap opera is set in an inner city location and is aimed at teenagers.

(a) The opening sequence begins with a crane shot revealing the college in its setting.

Give **two** other types of camera movement that could be used in the opening sequence of *New City College*.

(2)

1 .....

.....

2 .....

.....

(b) Soap operas often end with a 'cliffhanger' in order to encourage viewers to watch the next episode.

Explain **one** other way that narrative can be structured in a soap opera.

(2)

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