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Other names

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

Centre Number

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Learner Registration Number

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Creative Digital Media Production

Unit 8: Media Industry in Context

Friday 13 January 2017 – Morning

Time: 1 hour

Paper Reference

21647E

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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P 4 8 2 8 9 R A 0 1 1 6



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Answer ALL questions. Write your answers in the spaces provided.

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 Identify **one** benefit of working freelance in the creative media industry.

- A Flexible working
- B Job security
- C Regular wages
- D Paid leave

(Total for Question 1 = 1 mark)

2 State **one** characteristic of a niche product.

.....

.....

(Total for Question 2 = 1 mark)

3 Give **one** benefit of using a digital CV to showcase your work.

.....

.....

(Total for Question 3 = 1 mark)

4 The BBC is a public service broadcaster.

State **one** other public service broadcaster in the UK.

.....

.....

(Total for Question 4 = 1 mark)

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5 The illegal streaming of films is common.

Give **two** impacts of illegal streaming on the film industry.

1

.....

2

.....

(Total for Question 5 = 2 marks)

6 (a) The Charlton Post is a newspaper that is only distributed in the local area.

State **two** purposes of a local newspaper.

(2)

1

.....

2

.....

(b) One source of private funding for the Charlton Post is sponsorship.

State **one** other source of funding for the Charlton Post.

(1)

.....

.....

(Total for Question 6 = 3 marks)



7 (a) Working collaboratively allows media producers to share resources.

Give **two** other benefits of working collaboratively.

(2)

1

2

(b) Give **two** advantages for a media producer of working independently.

(2)

1

2

(Total for Question 7 = 4 marks)

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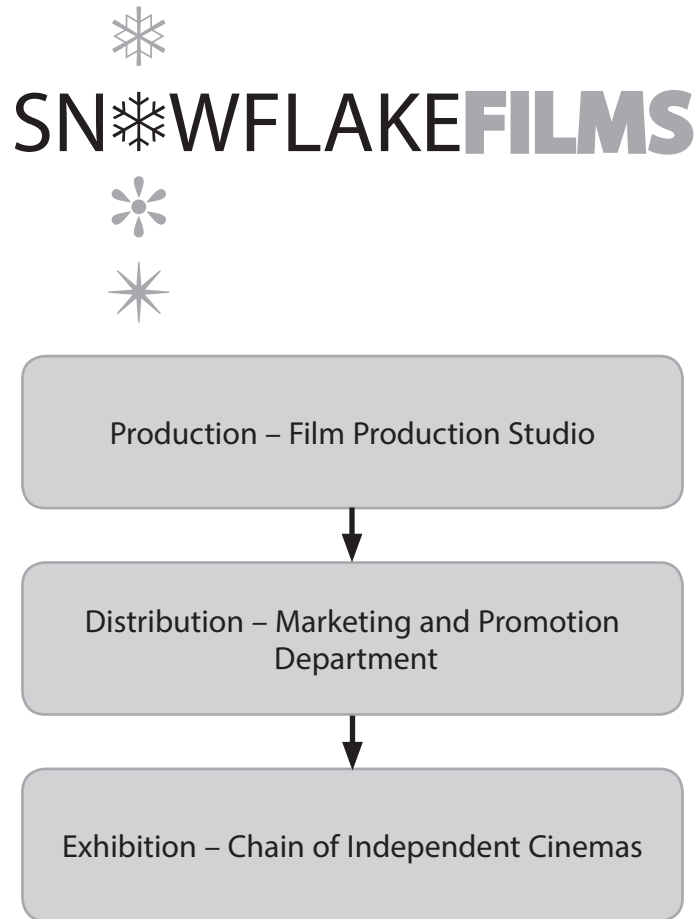
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8 The following diagram shows how a company called Snowflake Films is structured.



(a) Give the name of this type of structure.

(1)

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(b) Explain **two** benefits to Snowflake Films of being structured in this way.

(4)

1

2

(c) Snowflake Films specialises in producing mainstream film products.

State **two** characteristics of mainstream products.

(2)

1

2

(Total for Question 8 = 7 marks)

9 Media Jobs is a National trade press magazine used by media organisations to advertise for new staff in print and online.

(a) Give **two** advantages for media organisations of using Media Jobs to recruit staff.

(2)

1

2



P 4 8 2 8 9 R A 0 7 1 6

(b) Another way of advertising for new staff is by using websites, social media and apps.

Analyse the **benefits** of using social media, websites and apps to find new staff.

You could include the benefits for:

- companies
- people searching for a job.

(8)

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(Total for Question 9 = 10 marks)



10 An independent games company is releasing a new title using a viral marketing campaign.

(a) Explain **one** advantage of using viral marketing.

(2)

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(b) Explain **one** disadvantage of using viral marketing.

(2)

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(Total for Question 10 = 4 marks)

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11 (a) Identify **two** responsibilities of a public service broadcaster.

(2)

- A To stimulate creativity
- B To make profit
- C To expand market
- D To promote education
- E To serve public interest

(b) The BBC Trust governs the BBC.

Explain **two** ways the BBC Trust governs the BBC.

(4)

1

2

(Total for Question 11 = 6 marks)

12 A new blog has been set up about celebrities and their lifestyles.

(a) Give **two** legal issues the blogger will have to consider about the content of their blog.

(2)

1

2



(b) The blog has recently been criticised after making negative comments about a celebrity.

Discuss the advantages and disadvantages of having tighter controls over blogging and social media.

(8)

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(Total for Question 12 = 10 marks)

TOTAL FOR PAPER = 50 MARKS





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