

Write your name here

Surname

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

Thursday 19 May 2016 – Afternoon

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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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** source of public funding for broadcasters.

- A Licence fee
- B Merchandising
- C Sponsorship
- D Product placement

(Total for Question 1 = 1 mark)

2 Identify **one** responsibility of a public service broadcaster.

- A Make a profit
- B Serve the public interest
- C Commercial success
- D Remove competition

(Total for Question 2 = 1 mark)

3 State **two** drawbacks of public funding of the BBC.

1

2

(Total for Question 3 = 2 marks)

4 State **two** responsibilities of Ofcom.

1

2

(Total for Question 4 = 2 marks)

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5 Identify **one** characteristic of a niche product.

- A Small and specific target audience
- B Large-scale marketing campaigns
- C Prime time scheduling
- D Universal audience appeal

(Total for Question 5 = 1 mark)

6 Give **two** drawbacks of working for a client in the creative media industry.

1

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2

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(Total for Question 6 = 2 marks)

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7 (a) Working voluntarily is one type of employment within the creative media industry.

Give **two** other types of employment within the creative media industry.

(2)

1

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2

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(b) Explain **two** reasons why someone may want to work on a voluntary basis in the creative media industry.

(4)

1

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(Total for Question 7 = 6 marks)

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8 Give **two** benefits for a potential employee of using online portfolios to showcase their work to other people.

1

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2

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(Total for Question 8 = 2 marks)

9 Permanent employees can often be promoted within a company.

Give **one** benefit to the company of promoting staff internally.

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(Total for Question 9 = 1 mark)

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10 The creative media industry must work within a number of legal constraints.

Explain **two** reasons why equality legislation is important within the creative media industry.

1

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2

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(Total for Question 10 = 4 marks)

11 There are many different sizes and structures of organisation within the creative media sector.

(a) State **one** characteristic of a national media organisation.

(1)

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12 Brand identity is important for a media company.

(a) Give **two** benefits of having a strong brand identity.

(2)

1

2

(b) Name **two** national UK media organisations that have a strong brand identity.

(2)

1

2

(Total for Question 12 = 4 marks)

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13 A media publisher produces a range of magazine titles across a number of different subjects. This is an example of horizontal integration.

Explain **two** drawbacks to the consumer of horizontal integration.

1

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2

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(Total for Question 13 = 4 marks)

14 Two media companies decide to form a cooperative.

Give **two** benefits to the companies of this type of organisational structure.

1

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2

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(Total for Question 14 = 2 marks)

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(Total for Question 15 = 9 marks)

TOTAL FOR PAPER = 50 MARKS



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