



Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Learner ID

LL-

**T Level Technical Qualification in Media, Broadcast and Production (Level 3)****Specimen Assessment Material for first teaching September 2024**

Time 2 hours 30 minutes

Paper  
reference**XXXXXX/XX****Core: Examination****You do not need any other materials.**

Total Marks

**Instructions**

- Use **black** ink or ball-point pen  
– a pencil may be used for drawings.
- **Fill in the boxes** at the top of this page with your name, centre number and Pearson learner ID.
- 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 120.
- 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 ☒.

**SECTION A**

1 Which **one** of these project tools is used to manage and record interactions with stakeholders?

- A Customer relationship management software
- B Digital project management software
- C Spreadsheet software
- D Work breakdown structure software

(Total for Question 1 = 1 mark)

2 State what is meant by the term 'specialised target audience'.

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(Total for Question 2 = 1 mark)

Age, gender identity, sexual orientation and education level are all examples of demographics.

3 Give **two** other demographics that media practitioners should consider to support the diverse needs and interests of audiences.

1 .....

2 .....

(Total for Question 3 = 2 marks)

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One common ethical dilemma faced when developing a product in the creative industries is the risk of including bias in the decision-making process.

4 Give **two** other common ethical dilemmas a company may face when developing a product in the creative industries.

1 .....

2 .....

**(Total for Question 4 = 2 marks)**

5 Explain **one** way that a co-production between producers from different countries can benefit the financing of a media product.

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**(Total for Question 5 = 2 marks)**

6 Explain **two** ways that violating the regulatory standards on cultural appropriation can negatively impact on a media practitioner.

1 .....

2 .....

**(Total for Question 6 = 4 marks)**



7 Explain **one** way the Copyright, Designs and Patents Act 1988 benefits media practitioners.

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**(Total for Question 7 = 2 marks)**

8 Explain **one** way a media practitioner can use their market knowledge to support a client to develop a new media product.

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

9 Explain **one** way a media practitioner can establish that the work of an author is a valid research source.

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**(Total for Question 9 = 2 marks)**

One method used by media practitioners to understand the impact of media products on audiences is by 'reviewing critical responses.'

10 Explain **two** ways that critical responses to a media product can be used by media practitioners.

1 .....

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2 .....

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**(Total for Question 10 = 4 marks)**



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**11** Discuss the factors media practitioners should consider when thinking about using psychographics to develop media products that meet the diverse needs of audiences.

Dotted lines for writing.

**(Total for Question 11 = 9 marks)**





**SECTION B**

**13** Which **one** of these media processes is part of the quality assurance role?

- A** Producing content
- B** Managing logistics
- C** Raising funding
- D** Reporting bugs

**(Total for Question 13 = 1 mark)**

**14** Give **two** features of the Data Protection Act 2018 that govern the use of data and information.

1 .....

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2 .....

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**(Total for Question 14 = 2 marks)**

Cultural bias is one form of bias found in the creative industries.

**15** Give **two** other forms of bias that media practitioners should consider when working in the creative industries.

1 .....

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2 .....

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**(Total for Question 15 = 2 marks)**



Media content such as video should be made as accessible as possible to the range of people who might view it.

**16** Explain **one** reasonable adjustment a media practitioner can make to a media product, performance or event to support users with impaired hearing.

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**(Total for Question 16 = 2 marks)**

**17** Explain **one** way an inappropriate workplace culture is a barrier to greater diversity in the creative industries.

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**(Total for Question 17 = 2 marks)**

The high cost of conducting primary research in the creative media industry is a potential drawback.

**18** Explain **two** other potential drawbacks to a media practitioner of using primary research methods.

1 .....

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2 .....

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**(Total for Question 18 = 4 marks)**





*Your Turn Now* is a primetime documentary programme. In the filming of an episode, a person is being interviewed about their experiences in their job.

In the risk assessment process that took place before the filming of the interview, the person was judged to be vulnerable.

- 19** Explain **one** way the vulnerable person can be protected by the producers of the documentary following ethical practice when filming the interview.

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**(Total for Question 19 = 2 marks)**

There are different effects that the 'point of view' technique can have on the way a story is told in a media product.

- 20** (a) Explain **one** effect of using 'first person point of view' on the way a story is told in a media product.

(2)

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- (b) Explain **one** effect of using 'third person point of view' on the way a story is told in a media product.

(2)

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**(Total for Question 20 = 4 marks)**







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(Total for Question 22 = 12 marks)

**TOTAL FOR SECTION B = 40 MARKS**



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**SECTION C**

**23** State **one** purpose of the Independent Press Standards Organisation (IPSO).

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**(Total for Question 23 = 1 mark)**

One benefit supported by National Insurance (NI) contributions is state pensions.

**24** Give **two** other state benefits supported by National Insurance (NI) contributions.

1 .....  
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2 .....  
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**(Total for Question 24 = 2 marks)**

**25** Give **two** responsibilities of the project leadership role in the creative industries.

1 .....  
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2 .....  
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**(Total for Question 25 = 2 marks)**



**26** Explain **one** benefit to a media practitioner of using a non-disclosure agreement (NDA) when sharing an original concept for content.

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**(Total for Question 26 = 2 marks)**

**27** Explain **one** drawback to working as a freelancer in the creative industries.

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**(Total for Question 27 = 2 marks)**

**28** Explain **two** ways that conducting audience research can benefit a media product or event.

1 .....

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2 .....

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**(Total for Question 28 = 4 marks)**



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**29** Explain **one** way the Defamation Act 2013 protects freedom of expression for media practitioners.

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**(Total for Question 29 = 2 marks)**

Rzar is a video streaming service that delivers video content to subscribers in real-time, such as live sport and news broadcasts.

**30** Explain **two** benefits to Rzar of using cloud-based technology to deliver real-time video content to its subscribers.

1 .....

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2 .....

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**(Total for Question 30 = 4 marks)**









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**(Total for Question 32 = 12 marks)**

**TOTAL FOR SECTION C = 40 MARKS  
TOTAL FOR PAPER = 120 MARKS**



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