

## Level 3 Cambridge Technical in Digital Media 05875

### Unit 25: Research for product development

Friday 19 January 2018 – Afternoon

Time allowed: 2 hours

**You must have:**

- your copy of the pre-release C366

First Name						Last Name				
Centre Number						Candidate Number				
Date of Birth	D	D	M	M	Y	Y	Y	Y		

**INSTRUCTIONS**

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

**INFORMATION**

- The total mark for this paper is **80**.
- The marks for each question are shown in brackets [ ].
- Quality of extended response will be assessed in questions marked with an asterisk (\*).
- This document consists of **12** pages.

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Question No	Mark
1	/12
2	/10
3	/11
4	/5
5	/6
6	/9
7	/5
8	/2
9	/20
<b>Total</b>	<b>/80</b>

Answer **all** the questions.

- 1 (a) (i) From your research, identify **three** programmes that provided you with information about the content and technical conventions of youth magazine shows.

1 .....

2 .....

3 .....

[3]

- (ii) Explain **two** reasons why **one** of the above programmes was useful to help you prepare for the development of 'Life in Between'.

Programme: .....

1 .....

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2 .....

.....

[4]

- (b) Identify **two** sources of secondary information that you could use to find out information about the popularity of youth magazine shows.

1 .....

2 .....

[2]

- (c) Pick **one** technical convention of youth magazine shows and justify why you would need to plan to use it when producing 'Life in Between'.

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[3]



3 (a) 'Life in Between' has been commissioned by a public service distribution channel.

Considering the type of company that commissioned the programme, identify **four** elements, other than budget, that a proposal for 'Life in Between' would include. Explain why each is required.

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[8]

(b) Flashbang Productions have been given a set budget to produce 'Life in Between'.

Identify **one** source of information that could guide you on the budgeting of magazine shows and explain why this source would be useful to you.

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[3]

4 The research you have undertaken needs to be securely shared with the rest of the planning and production team. It should be presented in a way that is easy for all team members to understand.

(a) Identify **one** method of sharing the research online and explain why it is useful.

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.....[2]

You used a quantitative data collection method when researching the target audience of 'Life in Between'.

(b) Identify **one** way that you could present this quantitative data and explain why this is useful.

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.....[3]

**5** The producer needs to hire specialist equipment for 'Life in Between'. From your research identify **three** pieces of equipment required to produce the magazine programme and explain why each is needed.

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**[6]**



7 Flashbang Productions have been asked to put a production plan together that will inform the team about timescales and deadlines.

(a) Using your research, identify **two** secondary sources of information that might be used by Flashbang Productions to help them identify appropriate timescales for the production activities.

1.....  
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2.....  
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[2]

(b) Choose **one** of the sources you identified and explain why it is appropriate in supporting the planning of timescales for a magazine show.

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[3]

8 Lighting will be used in the studio where 'Life in Between' is being filmed.

Identify **one** contingency that could be used if the lighting failed. Use your research to support your answer.

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[2]



.....  
Method 3 .....

.....  
Method 4 .....

**END OF QUESTION PAPER**

**ADDITIONAL ANSWER SPACE**

If additional answer space is required, you should use the following lined pages. The question number(s) must be clearly shown – for example 2(a) or 7(b).

A large rectangular area with a solid vertical line on the left side and horizontal dotted lines across the page, providing space for writing answers.

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