

Answer **all** the questions.

SECTION A

- 1 Identify **one** product in the internet sector.

mobile phone

[1]

- 2 Identify **one** category of audience segmentation, other than education and income.

age

[1]

- 3 Using **Fig. 1** identify the two labelled components of a mind map.

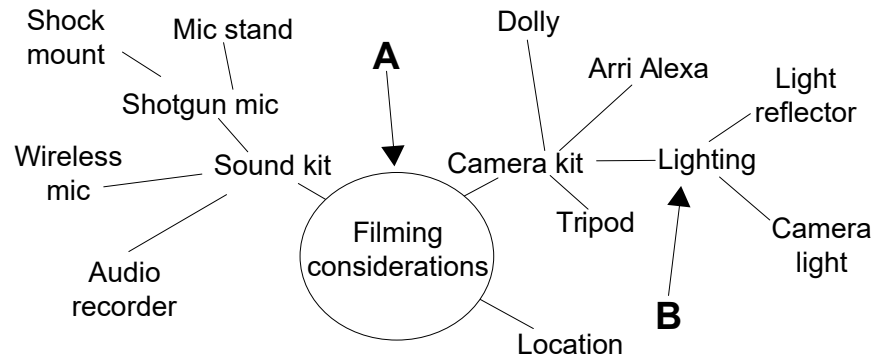


Fig. 1

A Central node

B Sub node

[2]

- 4 PEGI is a digital game content rating system. What does PEGI stand for?

Pan European Game Information ☒

Pan Europe Games Internet ☐

Post European Game Information ☐

Past European Games Internet ☐

[1]

- 5 Complete the sentence.

In video resolution, UHD stands for Ultra.....High..... Definition.

[2]

- 6 Which of the following roles is responsible for planning a marketing campaign

Audio technician ☐

Camera operator ☐

Campaign manager ☒

Director ☐

[1]

- 7 Identify **one** type of audio used to communicate words in digital games.

voiceover

[1]

- 8 Identify **one** font type.

times new roman

[1]

SECTION B

- 9 (a) Progressive Museums take mobile museums into primary schools around the country, using buses and lorries. Progressive Museums try to bring the history curriculum to life and are developing a new product called 'Life in Roman Britain'. You have been employed to develop the interactive presentations for the museum. You have also been asked to provide ideas about how the new 'Life in Roman Britain' product can be promoted.

Identify **two** appropriate media products that could be used to promote 'Life in Roman Britain'.

- 1 flyers
- 2 social media adverts
- [2]

- (b) Identify two possible audiences for the promotional campaign.

- 1 children
- 2 middle class
- [2]

- 10 Describe **one** way that the age of the target audience for the mobile museums will affect the content used in the promotional campaign.

Colours - brighter colours to entice younger children

[2]

- 11 At the first pre-production development meeting with Progressive Museums a mind map is produced.

- (a) Explain **one** reason why a mind map could be produced at the first meeting.

Put together all the ideas the team has and hear all of the voices of the team

[2]

- 17 Some of the assets used in the museum have symbols attached to them.

Identify the meaning of these two symbols.

Symbol	Meaning
	Creative Commons
	Trademark

[2]

- 18 Fig. 5 is a draft visualisation of a mini card that pupils can collect when going around the museum. There will be several different cards for different people in the Roman Empire. The visualisation diagram will be given to a graphic artist.

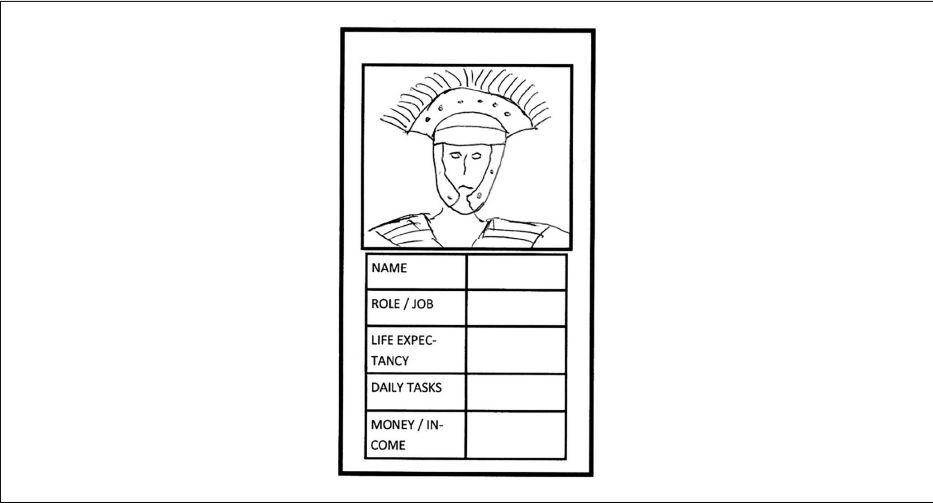


Fig. 5

- (a) Identify **one** purpose of the visualisation diagram.

Get rough locations of the text and images displayed

[1]