Contents:

I. Multiple Choice Questions – 10 credits
II. Short Answer Questions – 10 credits each
i. Multiple Choice Questions

20 credits for completing this quiz.

1. What does the word monopoly mean?
   a. When one person or one company dominates a market with very few or no competitors
   b. When a small group of people or companies dominate a market together with very few competitors

2. What is the key term for when a company buys out other companies that then enable them to complete other parts of the production process like distribution or exhibition?
   a. Horizontal Integration
   b. Vertical Integration
   c. Convergence
   d. Synergy

3. Which institution is the regulatory board in charge of the film industry in the UK?
   a. PEGI
   b. ASA
   c. BBFC

4. What does media convergence mean?
   a. When technologies merge together to offer audiences multiple ways of consuming media products
   b. When media companies merge together

5. How much is the TV License fee each year?
   a. £145
   b. £147
   c. £149
6. What is the key term for the time after which more adult shows may be shown on television?
   a. Watershed
   b. Waterbarn
   c. Wateroffice

7. What does the abbreviation USP stand for?
   a. Uniquely Sold Product
   b. Unique Sales Pitch
   c. Unique Selling Point

8. What is the key term for sites that allow people to ask the general public to donate money to help them achieve a goal?
   a. Groupfunding
   b. Crowdfunding
   c. Societyfunding

9. Which theorists came up with the idea of ‘news values’?
   a. Blumler & Katz
   b. Bandura & Ross
   c. Galtung & Ruge

10. What was the name of the enquiry into press ethics in 2011 and 2012?
    a. Leveson Enquiry
    b. Lawson Enquiry
    c. Leaderson enquiry
ii. Short Questions

Each question answered is worth 5 credits. There are a further 10 credits available for self-assessment marking and adding to your answers if needed

1. Explain what is meant by Public Service Broadcasting
   Public Service Broadcasting is any broadcast material (e.g. TV or Radio) that is designed for the benefit of the public and not just commercial profit. The material could be educational in some way.

2. Explain the term ‘hammocking’ in regard to scheduling TV programmes, and why a channel might do this
   Hammocking is when a TV Channel schedules a new or unpopular programme in between two established popular programmes, to try and increase the popularity of the programme in the middle.

3. Explain why an institution might turn a film into a franchise
   Turning a film into a franchise can allow a company to make further money from sequels or prequels, maintaining an audience at the same time. They can also make further profit from a range of linked merchandise. It’s a way of trying to guarantee financial success without taking too many risks.

4. Explain what a PG Certificate is
   PG stands for Parental Guidance. A PG certificate is awarded to films that may contain scenes unsuitable for younger children, but anyone of any age will be allowed to see the film, accompanied or not.

5. What role does PEGI play in the video game industry?
   PEGI is the regulatory board responsible for reviewing the content of all video games available in Europe, awarding them age certificates accordingly, and writing the ‘warnings’ about the content that come on the boxes.

6. What is distribution?
   Distribution is the process of getting a media product, like a film, into places like cinemas, DVD, Netflix, TV, Websites etc. Distribution companies are also often in charge of marketing.
7. **Discuss 3 main benefits of being a conglomerate**
   Conglomerates are often well known and therefore are seen as having good reputations which can help them make deals. They often own other companies which can help them with things like production, marketing, distribution, exhibition etc as they don’t have to outsource to other companies. Conglomerates often make huge amounts of money so this helps them have capital to use to make other products, or it helps them be able to make bigger products, with more expensive features and marketing. Conglomerates often operate globally which enables them to reach more people over a wider area.

8. **Explain 2 main benefits of using a major star in a film**
   Major stars might be cast in films because they often have large fan bases and these fans would be encouraged to see the film as a result of them being in it, making the company more money as a result. Using major stars also helps a company to finance a film as more people will invest in a film if they think a star has signed up to do it. It also makes a film easier to market as they can be used on the poster and in the trailer as a key selling point.

9. **Explain 1 benefit and 1 disadvantage of using You Tube to distribute music**
   Benefits include reaching a wide, global audience, being free to use, being easy to use and requiring no specialist skills, allowing audiences to share with their friends to hopefully reach more people, the potential to ‘go viral’, and you don’t need an agent or label to help you so even unsigned artists can find fame etc.
   Disadvantages include that it can allow audiences to download your music for free, losing you money in the process, and you may not be seen as professional as someone with a record label releasing CDs in shops.

10. **Give 3 examples of how a Video Game institution might try to market a new game**
    Producers could send their game to famous gamers / vloggers and hope that they discuss it on social media. They could attend gaming conventions to promote their game to crowds. They could use social media themselves to upload game play footage and trailers. They could have a website for the game. They could release merchandise for the game. They could release trailers on television.
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