IQM3009

LEVEL 3 · CONTROLLED STAFF DOCUMENT

INTO QUALIFICATIONS

Media Studies

Assessment 3: Written Examination

STAFF ONLY · Assessment 3 delivery and moderation guide

Duration
2 hours 30 minutes

Total marks
80

Assessment window
Sample assessment

Assessment set
Set S of 2026

Audience
Staff only

Release timing
exam release

Exam date
_____

Assessment set ID
AY2026/27-SAMPLE-V2

STAFF ONLY · Keep the examination questions and the product selected for Section C secure. Students study all three IQ-specified products in advance; the examination question and selection remain unseen.

- Duration: 2 hours 30 minutes; total marks: 80.
- The examination is closed book and invigilated. No candidate-provided materials, notes or teaching materials are permitted. Calculator: not applicable. Level 1: no AI permitted.
- Candidates record every response in the separate answer booklet.

Assessment window Sample assessment	**Exam date** _____
Paper A3	**Assessment set** Sample assessment Stored IDAY2026/27-SAMPLE-V2

- Check question-paper, answer-booklet and mark-scheme identifiers before issue.
- Retain the question paper, marked booklet and moderation evidence under the controlled assessment process.

Preparation and assessment controls

For this mock sample, IQ supplies the controlled three-product pre-study set IQM3009-A3-MOCK-PRE-STUDY-v1.0 before teaching begins. Centres prepare students to analyse all three products; additional teaching products do not replace them. For a live assessment window, use only the separately authorised live product selection.

Product 1: Common Ground, Issue 01: Who Owns the City? — Mock original Version 1.0. Control reference IQM3009-A3-MOCK-P1-v1.0. Authorised source: controlled pre-study PDF page 2 and IQM3009_A3_MOCK_P1_Common_Ground_v1.0.png.

Product 2: Neon Harbour, Limited Series Key Art — Mock original Version 1.0. Control reference IQM3009-A3-MOCK-P2-v1.0. Authorised source: controlled pre-study PDF page 3 and IQM3009_A3_MOCK_P2_Neon_Harbour_v1.0.png.

Product 3: Make Room for the Remix, Youth Community Media Campaign Poster — Mock original Version 1.0. Control reference IQM3009-A3-MOCK-P3-v1.0. Authorised source: controlled pre-study PDF page 4 and IQM3009_A3_MOCK_P3_Make_Room_for_the_Remix_v1.0.png.

SECURE MOCK SELECTION: Common Ground, Issue 01: Who Owns the City? (IQM3009-A3-MOCK-P1-v1.0) is selected for C1. Do not announce the selected product or question in advance. Do not reproduce or play the product during the examination.

Before issue, verify C1 identifies IQM3009-A3-MOCK-P1-v1.0 and that the matching product-specific mark scheme, LO1/AO2 mapping and controlled product set are present. No generic unseen-stimulus insert is required.

The paper assesses AO1 and AO2: Section A 20 multiple-choice questions (20 marks); Section B six compulsory short answers (30 marks); Section C one compulsory analytical response (30 marks). Only theories and theorists explicitly specified in the module may be discretely tested.

Teach students to recall specific product evidence, analyse how choices construct meaning and apply relevant theory to the unseen question. Reproducing a prepared analysis does not fully meet the task.

Use the published Section C grid and approved item-specific schemes; standardise and moderate marking. Implement only approved access arrangements that preserve the assessed competence.

Delivery record

Record set/window, room, date, start/finish time, invigilator, incidents and action.

Moderation record

Record sample, moderator, decision, changes and sign-off.