

## iMedia Unit 2.2 (client briefs) – homework questions

These are example exam-style questions

Work through the unit content for **section 2.2 – Client briefs**. You can find these at <https://tinyurl.com/mryz224h> or scan the QR code



**Don't** google the answers! And certainly don't use google's AI summary. This won't reliably give you the **answers the exam board wants**. And it's those answers that examiners will mark right

Go back through the learning to remind you of the key points **before** you try the questions. Make notes. Create revision material. Read. Whatever works for you

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1

(a) Which of the following is **not** a format that would often be used for a client brief?

Tick **one** box.

A formal	
B commision	
C online	
D negotiated	

[1]

(b) Explain **one** reason why timescales might be an important client requirement in a client brief

.....  
.....  
.....

[2]

(c) Other than timescales, identify **three** client requirements that could be in a client brief.

1. ....  
2. ....  
3. ....

[3]

2 Explain **two** differences between a written client brief and a meeting style client brief.

- [6]

**Total marks: 12**