



Mark Scheme (Results)

January 2016

NQF BTEC Level 1/Level 2 Firsts in  
Music

Unit 1: The Music Industry (21512E)

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January 2016

Publications Code BF043076

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## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark, according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

## Section A

Question Number	Answer	Mark
1	D – Marketing company	1

Question Number	Answer	Mark
2	C - Securing finance for events	1

Question Number	Answer	Mark
3	D - Stylist	1

Question Number	Answer	Mark
4	B - Music producer	1

Question Number	Answer	Mark
5	B - Ask a manager for guidance	1

Question Number	Answer	Mark
6	PPL/Phonographic Performance Limited  <b>Accept no variations.</b>	1

Question Number	Answer	Mark
7	Award <b>one</b> mark for any of the following: <ul style="list-style-type: none"> <li>• Ask someone relevant e.g., music shop employee, an organiser of a previous similar event, an experienced friend or colleague, manager, etc.</li> <li>• Internet search</li> <li>• Yellow pages</li> <li>• Venue management</li> <li>• Reviews</li> <li>• Trying out equipment</li> </ul> Accept any other valid response.	1

Question Number	Answer	Mark
8	Ensuring musical scores are ready – Musical director Taking bookings for recording sessions – Studio manager  If more than one line is drawn from a single box, that box score zero.	2

Question Number	Answer	Mark
9	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks:</p> <ul style="list-style-type: none"> <li>• Location re catchment area</li> <li>• Location re accessibility for performers, equipment and audience</li> <li>• Suitable for that style of music</li> <li>• Suitable acoustics</li> <li>• Size of the orchestra/appropriate stage size</li> <li>• Availability of facilities or technical equipment for the performers</li> <li>• Suitable audience capacity</li> <li>• Is the venue available</li> <li>• Is the venue affordable or financially feasible</li> </ul> <p>Accept any other valid response. Do not accept responses relating to <b>general H&amp;S considerations</b> or to <b>disabled access</b>.</p>	2

Question Number	Answer	Mark
10	<p>Sound technician/sound engineer/live sound technician/live sound engineer/studio technician/studio engineer</p> <p><b>Accept no variations.</b></p>	1

Question Number	Answer	Mark
11	<p><b>Navya</b> – broadcaster/presenter/DJ/radio presenter/radio DJ/radio producer/radio broadcaster <b>Aiden</b> – music journalist/journalist/blogger/music blogger/reporter/music reporter/critic/music critic/reviewer/music reviewer</p> <p><b>Accept no variations.</b></p>	2

Question Number	Answer	Mark
12	<p data-bbox="376 206 1123 268">Award <b>one</b> mark for identification of a reason and <b>one</b> additional mark for appropriate related explanation.</p> <ul data-bbox="427 309 1241 1048" style="list-style-type: none"> <li data-bbox="427 309 1197 416">• Offering industry specialised advice, e.g. legal or financial (1) to ensure the teacher does not agree to something that would not be in his or her interest (1)</li> <li data-bbox="427 421 1228 564">• Providing insurance schemes such as public liability that provide a cheaper/more convenient means of accessing cover (1) so the teacher is covered in case of an accident while working (1)</li> <li data-bbox="427 568 1241 676">• Provides example contracts and agreements that the teacher could use (1) to save the teacher drawing up his or her own (1)</li> <li data-bbox="427 680 1203 788">• Providing career and business advice from specialists who know the industry (1) to enable best decisions to be made (1)</li> <li data-bbox="427 792 1222 900">• Provides a service free of charge to members (1) enabling access as required without paying a larger fee each time help is required (1)</li> <li data-bbox="427 904 1235 1048">• Access to a network of other professionals providing various networking opportunities (1) giving access to an increased range of advice and opportunities than would otherwise exist (1)</li> </ul> <p data-bbox="376 1088 820 1120">Accept any other valid response.</p>	1 + 1

Section B

Question Number	Answer	Mark
13	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Take reservations for tickets for upcoming shows</li> <li>• Take payment for tickets over the phone or in person/ to sell tickets</li> <li>• Hold reserved or purchased tickets for the customer to collect in advance or on the day of the show</li> <li>• Answer enquiries about shows over the phone or in person</li> <li>• Provide information relating to ticket sales to venue staff as required, e.g. relating to numbers of tickets sold for a show in advance of the event</li> <li>• Check tickets on the day of the show to ensure their validity</li> <li>• Reconciliation of takings and accounts for a performance for presentation to tour manager</li> </ul> <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
14	<p>Award <b>one</b> mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> <li>• Word of mouth recommendation</li> <li>• Attending gigs at other venues/talent scouting</li> <li>• Through demos sent to the venue by prospective bands</li> <li>• Advertise in local paper</li> <li>• Advertise on local radio</li> <li>• In-house advertising</li> <li>• On the internet/social media</li> <li>• Friends in a band</li> <li>• Management company/ booking agent</li> <li>• Promoter/agent</li> <li>• Put up a poster</li> <li>• Hold an open mic night/battle of the bands</li> </ul> <p>Accept any other valid response. Do not accept <b>union</b> or <b>musicians union</b>, <b>A&amp;R</b>, <b>on TV</b> or <b>just "advertisement"</b>.</p>	2

Question Number	Answer	Mark
15	<p>Award <b>one</b> mark for identification of a reason and <b>one</b> additional mark for appropriate related explanation.</p> <ul style="list-style-type: none"> <li>• So it is clear how much the fee is (1) so the venue cannot then change what has been agreed (1)</li> <li>• So the terms are clear e.g. rider, times of performance, etc. (1) to prevent any alterations to the terms being made without agreement of both parties (1)</li> <li>• So it is clear if and whether the performance will be recorded and who owns the rights to that recording (1) in case this becomes an issue in the future (1)</li> <li>• So it is clear what the performer has agreed to do (1) to avoid the venue being dissatisfied without cause (1)</li> </ul> <p>Accept any other valid response.</p>	1 + 1

Question Number	Answer	Mark
16	<p>Award <b>one</b> mark per identification and <b>one</b> additional mark per appropriate expansion up to a maximum of four marks.</p> <ul style="list-style-type: none"> <li>• Fire alarm regularly checked/serviced (1) so that it functions when needed (1)</li> <li>• Fire extinguishers regularly checked/serviced (1) so that they function when required (1)</li> <li>• Fire exits regularly maintained/kept clear (1) to avoid tripping when being used in an emergency (1)</li> <li>• Emergency exit lights working (1) so the exits can be readily located in case of an emergency (1)</li> <li>• Not overbooking the venue (1) leading to problems due to overcapacity (1)</li> <li>• Regular PAT testing of all electrical equipment (1) to reduce the risk of an electrical fault causing a fire (1)</li> <li>• Risk assessment in place and reviewed annually (1) to identify and address potential problems (1)</li> <li>• Adequate health and safety training for all staff (1) so that everyone knows what to do in an emergency (1)</li> <li>• Appropriately trained door supervision/security staff (1) to identify problems/situations and defuse them before they escalate (1)</li> <li>• Sound levels appropriately monitored (1) to avoid causing damage to ears of patrons (1)</li> <li>• Building regularly maintained (1) to help avoid problems such as leaks, trip hazards, etc. (1)</li> <li>• Regular fire drills (1) to ensure the procedures in place work well enough to allow safe and timely exit from the building in case of an emergency (1)</li> <li>• Ensure leads are taped down (1) to avoid tripping or accidents (1)</li> <li>• Ensure rigging is secured (1) to avoid accidents (1).</li> </ul>	1 + 1 1 + 1



	Accept any other valid response.	
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Question Number	Answer	Mark
17	<p>Responses may include the following:</p> <p>Concerns:</p> <ul style="list-style-type: none"> <li>• Venue could be open late, causing disturbance to local residents</li> <li>• Venue could encourage increase in traffic in the area, including an increase in on-street parking</li> <li>• Venue could create noise disturbance</li> <li>• Venue could increase the number of people visiting the area, especially late at night</li> <li>• Local residents could consider the venue might be linked with increased problems concerning drugs and alcohol in the area</li> <li>• Residents might be concerned that the venue might affect house prices in the area</li> <li>• Increased number of people in the area putting a strain on local resources such as public facilities</li> <li>• Might lead to an increase in litter in the area</li> <li>• Might encourage increased police presence</li> <li>• Might damage the reputation of the area</li> </ul> <p>Steps to reassure residents:</p> <ul style="list-style-type: none"> <li>• Agreed closing time that is acceptable to local residents</li> <li>• Encourage use of public transport to the venue</li> <li>• Provide good car parking facilities on site to discourage on-street parking</li> <li>• Venue well sound-proofed</li> <li>• Use of noise limiters within venue</li> <li>• Policy in place to ensure strict anti-drugs measures in place</li> <li>• Responsible license holder in place</li> <li>• Hold a meeting for local residents to address concerns</li> <li>• Signs up to deter noise from venue guests when leaving</li> <li>• Litter bins provided outside and their use encouraged</li> <li>• Events held during the day for local residents to encourage community use and support of the venue</li> <li>• Invite community round to view the facilities and meet the staff</li> </ul> <p>Accept any other valid response.</p>	8
Level	Descriptor	
0 0 marks	No rewardable material	
1	A few key points identified, <b>or</b> one point described in some detail.	

1-3 marks	The answer is likely to be in the form of a list. Points made will be superficial/generic and not applied/directly linked to the situation in the question.
2 4-6 marks	Some points identified, or a few key points described. The answer is unbalanced. Most points made will be relevant to the situation in the question, but the link will not always be clear.
3 7-8 marks	Range of points described, or a few key points explained in depth. The majority of points made will be relevant and there will be a clear link to the situation in the question.

Section C

Question Number	Answer	Mark
18	<p>Award <b>one</b> mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> <li>• To reach a wider audience/ get publicity or promotion/ get heard (of) wider/ get noticed/raise awareness/advertise</li> <li>• To get more fans/ increased fan base</li> <li>• To get feedback</li> <li>• To get gigs</li> <li>• To get reviewed</li> <li>• To increase sales of music &amp; merchandise</li> <li>• To increase ticket sales/ attendance at gigs</li> <li>• To get interest from people of influence</li> <li>• To get played on radio</li> <li>• To get more people to listen to their music/ so people can hear what they sound like</li> </ul> <p>Accept any other valid responses.</p>	2

Question Number	Answer	Mark
19 (a)	<p>Award <b>one</b> mark for the identification of <b>one positive</b> factor and <b>one additional</b> mark for the appropriate expansion.</p> <p>Positive:</p> <ul style="list-style-type: none"> <li>• Opportunity to increase fan base further as venue is popular so should be well attended (1) and more fans lead to better attended gigs/CD sales/increased merchandising opportunities, etc. (1)</li> <li>• Access to a different catchment area than the band have previously had access to (1) so opportunity to widen the band's fan base further (1)</li> <li>• Venue is in city so someone of influence might attend (1) who could be useful to the band's career (1)</li> <li>• Opportunity to perform for a different audience (1) and get fresh/alternative feedback on the band's performance (1)</li> <li>• May be seen by promoters or others who could offer further gigs in that area (1) leading to more performances and increased opportunities (1)</li> <li>• There is, at least, a small fee (1) to help fund the trip (1)</li> <li>• Band will gain experience of a more prestigious venue (1) developing professionally as a band (1).</li> </ul> <p>AND</p>	<p>1 + 1</p> <p>1 + 1</p>

	<p>Award <b>one</b> mark for the identification of <b>one negative</b> factor and <b>one additional</b> mark for the appropriate expansion.</p> <p>Negative:</p> <ul style="list-style-type: none"> <li>• Band will probably be out of pocket (1) as the small fee would not cover the cost of attending (1)</li> <li>• Venue may not be suitable for the band's style of music (1) leading to unsupportive crowd or poor attendance (1)</li> <li>• It would take more time than usual to hire the van and drive that distance and then have to drive back home afterwards (1) and so may not be worth the time in the end (1)</li> <li>• As it is last minute there is not much time to publicise the gig (1) so attendance might not be very good (1)</li> <li>• Attendance at the gig could be poor (1) and then the band members will have wasted their time (1)</li> <li>• Local fan base may not be able to attend due to distance (1) leading to lack of support from current fans (1) or small attendance (1)</li> <li>• They might get bad reviews (1) which would damage their reputation more widely (1).</li> </ul> <p>Accept any other valid response.</p>	
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Question Number	Answer	Mark
19 (b)	<p>Award <b>one</b> mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> <li>• Social media – allow naming of relevant sites</li> <li>• Text messages to friends and supporters</li> <li>• Notice put on band website</li> <li>• Word of mouth/telephone calls</li> <li>• Notice put on radio</li> <li>• Email mailing list</li> <li>• Flyers</li> </ul> <p>Accept any other valid response. Do not accept answers relating to <b>sticking up posters</b> due to the time constraints given in the question. Do not accept <b>TV, Newspapers</b> or <b>hire a promoter</b>. Do not accept <b>just "internet"</b>.</p>	2

Question Number	Answer	Mark
19 (c)	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Sell CDs/sell own music</li> <li>• Sell merchandise</li> <li>• Sell a recording of the performance</li> </ul>	1

	<ul style="list-style-type: none"> <li>• Take a percentage of ticket sales</li> <li>• Take a percentage of bar sales</li> </ul> <p>Accept any other valid response.</p>	
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Question Number	Answer	Mark
20	<p>Responses may include the following:</p> <p>Opportunities:</p> <ul style="list-style-type: none"> <li>• To access a bigger audience and thus encourage more people to support the band</li> <li>• More publicity due to the more prestigious venue/due to the venue's own marketing therefore more people likely to hear about the band</li> <li>• Increased reputation from playing such a venue may lead to further bookings</li> <li>• Access to better quality sound equipment at the venue would be likely to augment the sound of the band</li> <li>• Access to professional support staff at the venue would be likely to augment the sound and appearance of the band on stage</li> <li>• A dedicated audience – they would be coming specifically to hear the band and so are more likely to be supportive of Smile Kitty's particular music</li> <li>• Opportunity to make money from ticket sales if well attended which would boost band funds</li> <li>• Opportunities to sell band CDs and merchandise to increase fan base and raise funds for the band</li> <li>• Opportunity to share the cost with a support band which would reduce the cost to the band</li> <li>• If industry professionals do attend it could lead to bigger and better things for the band</li> </ul> <p>Challenges:</p> <ul style="list-style-type: none"> <li>• Cost is likely to be high</li> <li>• If attendance is poor the band may be out of pocket financially</li> <li>• Venue is large so if attendance is poor the gig may not have a good atmosphere</li> <li>• If the band do not play well or are not ready the band's performance might not be well received by audience or industry professionals leading to a loss of reputation and less likelihood of being picked up</li> <li>• High publicity costs may lead to less/no profit being made by the band</li> <li>• Effort put into publicising the gig sufficiently would need to be great so would be time consuming</li> <li>• If the band have a support act there's a chance the support band would be better than the band making Smile Kitty look bad</li> </ul>	8

	Accept any other valid response.	
<b>Level</b>	<b>Descriptor</b>	
0 0 marks	No rewardable material	
1 1-3 marks	<p>A few key points identified, <b>or</b> one point described in some detail.</p> <p>The answer is likely to be in the form of a list. Points made will be superficial/generic and not applied/directly linked to the situation in the question.</p>	
2 4-6 marks	<p>Some points identified, or a few key points described. The answer is unbalanced. Most points made will be relevant to the situation in the question, but the link will not always be clear.</p>	
3 7-8 marks	<p>Range of points described, or a few key points explained in depth.</p> <p>The majority of points made will be relevant and there will be a clear link to the situation in the question.</p>	

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