



Mark Scheme – Results

June 2016

NQF BTEC Level 1/Level 2 Firsts in
Music

Unit 1: The Music Industry (21512)

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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.

Question Number	Answer	Mark
1	C Publishing company	1

Question Number	Answer	Mark
2	C Permanent	1

Question Number	Answer	Mark
3	D PRS for Music	1

Question Number	Answer	Mark
4	A Arena	1

Question Number	Answer	Mark
5	C Promoter	1

Question Number	Answer	Mark
6	Venue manager/venue management	1

Question Number	Answer	Mark
7	Distributor/distribution/transport company/transportation	1

Question Number	Answer	Mark
8	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Artistic overview of the recording/oversee the recording process • Creative manager of track • Liaison between creative partners in recording process • Financial control of recording process • Gains sample clearance • Writing musical arrangements for session musicians • Project management including selecting studios to meet needs and budget, specifying additional equipment <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
9	<p>Award one mark for identification of a reason and one additional mark for appropriate related explanation.</p> <ul style="list-style-type: none"> • To receive royalties from public performances of recordings (1) to ensure the artist gets paid what is due (1) • So that the artist keeps track of performances of recorded work (1) to ensure the artist gets paid (1) • So if their music is played at a venue (1) they will receive royalties (1) • To gain advice on royalties (1) thus ensuring correct steps are taken to maximise income (1) • To gain certain tax advantages (1) so as to not pay more tax than is required (1) • Collect royalty payments (1) to save the artist doing this themselves (1). <p>Accept any other valid response.</p>	1 + 1

Question Number	Answer	Mark
10	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Raise the alarm/summon the emergency services • Inform the public • Locate/use nearest fire extinguisher • Crowd management/keep audience • Evacuate the building • Liaise with emergency services • Help with first aid • Fight fire if safe to do so <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
11	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Free downloads • Free tickets • Backstage passes • Guest lists • Promotional CDs • Flyers/posters/marketing materials • Merchandise • TV/Radio • Social media <p>Do not accept email unless qualified. Accept any other valid response.</p>	1

Question Number	Answer	Mark
12	<p>Award one mark for identification of a reason and one additional mark for appropriate related explanation.</p> <ul style="list-style-type: none"> • To gain exposure/advertise the business (1) so that more people will use its product in the future/increase sales (1) • To be associated with a certain event (1) to enhance the image of its business (1) • As a charitable donation (1) because the business is public spirited/as a tax measure (1) • To gain advertising (1) to make its product more widely known (1) • To have their product featured at an event (instead of their rivals) (1) resulting in more sales or raised product awareness (1). <p>Accept any other valid response.</p>	1 + 1

Question Number	Answer	Mark
13	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Location • Accessibility • Size of venue/audience capacity/popularity of artist • Size/scale of performance area • Availability of audience facilities • Technical equipment/support available • Timing/availability • Financial considerations • Type of venue, i.e. style of music or performances that usually occur there • Acoustics <p>Do not accept any reference to health and safety Accept any other valid response.</p>	2

Question Number	Answer	Mark
14 (a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • (Local) media, e.g. TV, radio, newspapers, broadcasting • (Local) council • Marketing • Printer • Merchandiser • CD manufacturer (e.g. for sample CDs) • Artist management • Ticketing or listing website <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
14(b)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none">• Can reach a lot of people• Can reach people in a wide area eg internationally• Allows for the information to be passed on to others (in a viral way)/can be shared• Can direct the information to the target audience• Allows a link to further information• Lots of views on social media would raise awareness of the event• Cheap• Easier/less time consuming• Quicker to disseminate <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
15	<p>Award one mark per identification and one additional mark per appropriate expansion up to a maximum of four marks.</p> <p>Advantages</p> <ul style="list-style-type: none"> • Can ensure target audience is reached (1) so that the right people are more likely to attend (1) • Has control over how her image is projected (1) to ensure the right/best impression is given (1) • More publicity is a good thing (1) as it means more people are likely to attend (1) • The personal touch may impress potential attendees (1) and encourage them to attend (1) • To ensure adequate promotion (1) in case the promoter doesn't do a good job (1) • Tiggy could put more effort in, publicising wider than the promoter would (1) in order to reach more people and therefore get better attendance (1) • Might increase the effectiveness of the campaign (1) resulting in making more money (1) • Likely to have a better appreciation of herself and her music (1) leading to more meaningful promotion (1) <p>Disadvantages</p> <ul style="list-style-type: none"> • Doing own promotion will take valuable time (1) that Tiggy could use to do something else more profitable (1) • Tiggy could end up repeating work already done by promoter (1) thus wasting valuable time (1) • Tiggy's efforts may not be as professional as the promoter (1) making her look less good/thus being less effective (1) • Tiggy may give out the wrong information (1) thus Tiggy's efforts may frustrate the promoter (1) leading to him not wanting to work with her again (1) • Lack of a unified approach may confuse people (1) leading to less people coming to the concert (1) • Will cost more money (1) eating into her budget (1) <p>Accept any other valid response.</p>	<p>1 + 1 1 + 1</p>

Question Number	Answer	Mark
16	<p>Responses may include the following:</p> <p>Freelance</p> <ul style="list-style-type: none"> • Can get paid more per hour freelancing than doing the same thing on a salary • Responsible for own tax, etc. • Have to make own pension arrangements • Have to source your own work contracts • Can choose which contracts to take and which to refuse • Can work as little or as many hours as you choose • Can take time off e.g. for a holiday whenever you like • Can decide own fees • Has to keep fees competitive so may have to reduce to gain contracts • May agree a fixed fee for work and then end up taking longer than expected thus reducing the amount received per hour • May be able to work from home... • ...so save money on travelling, work attire, lunches, etc. • Less sociable, i.e. working alone or not working with the same people each week • Hours/ times worked likely to vary from one week to the next • Hard to plan ahead as commitments likely to vary each week • Need to get enough contracts or will have no income • Run your own business • Some expenses deductible through the business • Responsible for own health insurance, etc. • Have to invoice for work and wait to get paid • Responsible for wages, tax, etc. of any employees • No benefits such as health insurance/holiday/sick pay <p>Full time</p> <ul style="list-style-type: none"> • Job security so has reliable income each month • Tax and NI handled for you • May offer company pension • Work is given to you to do (i.e. do not have to source oneself) • Has to do whatever work is given to you/cannot select projects • Has to work the number of hours the company gives you/ agreed for each week • Has to book holiday or time off in advance or by arrangement 	8

	<ul style="list-style-type: none"> • May not be able to take time off when desired • Get paid a fixed rate per hour, week or month • Paid per hour for as long as the work takes • Have to travel to a workplace each day • More sociable, i.e. may have work colleagues • Regular hours • May have other benefits such as health insurance/holiday/sick pay • Can plan ahead as hours/days worked the same each week • Paid at same time each month <p>Accept any other valid response.</p>	
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1-3 marks	A few key points identified, or one point described in some detail. 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.	

Question Number	Answer	Mark
17	<p data-bbox="424 349 1043 387">Award one mark for any of the following:</p> <ul data-bbox="472 434 1235 1205" style="list-style-type: none"><li data-bbox="472 434 826 472">• Assisting with get-in<li data-bbox="472 472 799 510">• Rigging/de-rigging<li data-bbox="472 510 639 548">• Get-out<li data-bbox="472 548 986 586">• Specialist instrumental support<li data-bbox="472 586 651 624">• Logistics<li data-bbox="472 624 799 663">• Taping down leads<li data-bbox="472 663 1129 701">• Moving/carrying heavy equipment safely<li data-bbox="472 701 1054 739">• Constructing scaffolding, etc. safely<li data-bbox="472 739 1209 835">• Ensuring lights are put up safely/use of safety chains<li data-bbox="472 835 1161 931">• Ensuring electrical equipment is plugged in safely<li data-bbox="472 931 1193 1028">• Ensure plug sockets are loaded correctly/not overloaded<li data-bbox="472 1028 1235 1102">• Set up leads/equipment on stage so as to avoid trip hazards<li data-bbox="472 1102 954 1140">• Ensure sound levels are safe<li data-bbox="472 1140 1203 1205">• Ensure potential hazards are avoided such as leaving a drink near electrical equipment, etc. <p data-bbox="376 1252 1098 1330">Do not accept general transportation responses. Accept any other valid response.</p>	1

Question Number	Answer	Mark
18(a)	<p>Award one mark for the identification of one advantage and one mark for the identification of one disadvantage.</p> <p>Advantages</p> <ul style="list-style-type: none"> • Pubs are plentiful so provide many performance opportunities • Usually little cost involved to the performer • Pubs provide an audience for the band • The audience doesn't have to pay to get in so more likely to attend the gig • Likely to be in an accessible location/not too far to travel • May gain new fans from pub clientele • A smaller, more intimate venue allows better connection between performer and audience • Opportunity for free publicity • Accessible at level of musicianship <p>Disadvantages</p> <ul style="list-style-type: none"> • Not usually particularly prestigious places to play • Often not well paid or expected to perform for free • Pub patrons may not be interested in the music so may talk over/not listen to the performance • Pub may have an agenda as to the kind of music it thinks will suit, which may be at odds with the band • Usually quite small/cramped venues • Not likely to have dedicated performance area/forced to play in an unsuitable space • Restricted volume levels/limited or poor stage sound • Pub may expect band to bring an audience with them • Band may have to pay to play • Target audience may not be found in pubs • Challenging acoustics • Less likely to be discovered by an A&R • Possibly only room for small audience <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
18(b)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Install noise limiter • Soundproofing • Arrange timing of shows so that they do not run late • Keep the PA volume to a reasonable level • Ensure speakers are not fixed to party walls • Ensure speakers/amps facing away from party walls • Keep windows and doors closed • Reduce the bass component of the audio • Have the band play in an area of the venue furthest away from neighbours <p>Do not accept solutions which compromise or otherwise change the nature of the performance. Accept any other valid response.</p>	2

Question Number	Answer	Mark
19	<p>Award one mark for the identification of one advantage and one additional mark for the appropriate expansion. AND Award one mark for the identification of one disadvantage and one additional mark for the appropriate expansion.</p> <p>Advantage</p> <ul style="list-style-type: none"> • Access to larger audience than may otherwise attend artist's gigs (1) thus the potential to build bigger fan base (1) • Tour organised for you (1) saving time and effort (1) • Gain publicity by association with a bigger, more popular act (1) therefore gaining more popularity than if going it alone (1) • Cheaper than touring alone (1) thus saving money that could be better spent elsewhere (1) • Opportunity to increase fan base (1) therefore selling more tickets, CDs and merchandising in the future (1) • May come to the attention of influential people (1) who may offer bigger and better opportunities (1) <p>Disadvantage</p> <ul style="list-style-type: none"> • Style of music may not fit with the host band (1) so the audience may not like it (1) • Host band may not be great so reputation tarnished by association (1) thus losing fans, potential sales, etc. (1) • If the host band has to cancel then <i>Chaotic Black</i> also lose their tour opportunity (1) meaning they have nothing to show for any time or effort invested (1) / may have to reschedule their time (1) • Audience may not be interested as they are there to hear the headliner (1) so may spread their opinion over social media/press (1) / make the performances less enjoyable (1) / so the tour may not be as effective as hoped eg. merchandise, CDs, etc. (1) • Expensive (1) and may not make the money back (1) • Band has to hire transportation (1) therefore resulting in extra costs/loss of profit (1). <p>Accept any other valid response.</p>	<p>1 + 1</p> <p>1 + 1</p>

Question Number	Answer	Mark
20	<p>Responses may include the following:</p> <p>Manager:</p> <ul style="list-style-type: none"> • Manages finances/financial advice to make the most of opportunities • Could arrange better/more prestigious tours or gigs than the band might otherwise organise • Could negotiate higher fees on behalf of the band • Can sort out day-to-day matters leaving the band more free to concentrate on the music • Advice and guidance, e.g. legal advice • Has useful contacts that could further the band's career • Can liaise with record companies so may improve chances of being signed • Can negotiate contracts on behalf of the band allowing them to get the best deal available • Will take a % fee, usually 10-25% of everything the band earns • May be working with one or two other artists so may not be able to give full attention to the band... • ...but may represent just the band so could get full attention of manager • Works closely with the band day-to-day • Travels with the band on tours <p>Agent:</p> <ul style="list-style-type: none"> • Usually represents a large number of artists so band would be one of many clients • Has useful contacts that could further the band's career • Can negotiate contracts on behalf of the band allowing them to get the best deal available • Sends out and administers contracts • Could arrange better/more prestigious tours or gigs than the band might otherwise organise • Will take a % fee, 10-20% of the band's total fee for the performance • Will book tours/gigs/appearances for the band so they don't have to worry about sourcing performance opportunities • Has useful contacts for bookings tours and gigs • Works from an office rather than with the band • Does not travel with the band when on tour • Specialises in securing performance opportunities that can aid in career development <p>Stylist:</p> <ul style="list-style-type: none"> • Selects clothes and accessories for the band members to enable them to give off a desired 	8

	<p>image</p> <ul style="list-style-type: none"> • Supervises the appearance of the band for performances, TV and videos, press photographs, etc. to ensure consistency of look • Uses expertise to craft a particular image for the band • Also responsible for hair and make-up as part of the overall look • Takes care of costumes to be sure they are ready when needed • Cleans and fixes costumes as required • Advises as to how appearance can affect image and thus might be interpreted by the media... • ...in the hope of receiving more media interest... • ..and thus boosting the band's career • Can help the band look professional... • ...and thus impress audiences... • ...and any people of influence who may see them... • Improved professional appearance may allow them to charge more money for performances • Knows where to borrow clothes rather than buy, saving money • Paid a fixed fee for services • Makes the band look good <p>Accept any other valid response.</p>	
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1-3 marks	Basic arguments of each option identified, or only one option considered. 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. No conclusion produced or the conclusion a consequence of only one option being considered.	
2 4-6 marks	Arguments for each option are described, but there will be more emphasis on one option than the others. The answer may be unbalanced. A conclusion is present, but this is either implicit or as a result of unbalanced consideration. There is little or unfocused justification of the conclusion. Most points made will be relevant to the situation in the question, but the link will not always be clear.	
3 7-8 marks	Balanced exploration of each option. A conclusion is produced that is justified and clearly linked to the consideration of options and their relative importance to the situation. The majority of points made will be relevant and there will be a clear link to the situation in the question.	

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Welsh Assembly Government

