

Mark Scheme (Post-standardisation)

January 2017

NQF BTEC Level 1/Level 2 Firsts in  
Music

Unit 1: The Music Industry (21512)

## **BTEC Qualifications**

BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications website at [www.btec.co.uk](http://www.btec.co.uk) for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at [www.edexcel.com/contactus](http://www.edexcel.com/contactus)

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson.

### **Pearson: helping people progress, everywhere**

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at:

[www.pearson.com/uk](http://www.pearson.com/uk)

January 2017

Publications Code 21512E \_1701\_MS

All the material in this publication is copyright

© Pearson Education Ltd 2017

## Section A

Question Number	Answer	Mark
1	C Permanent	1

Question Number	Answer	Mark
2	B Performs given music	1

Question Number	Answer	Mark
3	A Demographic targeting	1

Question Number	Answer	Mark
4	B Booking sessions	1

Question Number	Answer	Mark
5	C MPG	1

Question Number	Answer	Mark
6	Union Accept Musicians Union/MU/Music Union/Equity/BECTU/ or other valid relevant union name. Accept Agency.	1

Question Number	Answer	Mark
7	<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>• Conducting</li> <li>• Arranging/Transcribing music to make it more suitable for purpose/orchestrating/ composing</li> <li>• Leading rehearsals</li> <li>• Arranging rehearsals</li> <li>• Hiring musicians</li> <li>• Liaising within projects</li> <li>• Problem solving</li> <li>• Selecting/Auditioning musicians</li> <li>• Engaging services of composer</li> <li>• Selecting/Sourcing suitable music</li> <li>• Meeting with performers</li> <li>• Meeting with clients</li> <li>• Studying scores to develop interpretation</li> <li>• The quality of the final performance</li> </ul> <p>Accept any other valid response.</p> <p>Do not credit directs the music.</p>	2

Question Number	Answer	Mark
8	<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>• Advertising/promoting on social media or online</li> <li>• Send link to website or other online promotional page</li> <li>• Send promo CD or DVD/demo</li> <li>• Get a gig at a venue known to be favoured by A&amp;R personnel</li> <li>• Increase following/fan base to a high level</li> <li>• Employ a manager, agent or promotor who has contacts or can help</li> <li>• Secure a production contract that might attract interest</li> <li>• Arrange a support gig of a band likely to draw A&amp;R attendance</li> </ul> <p>Accept any other valid response.</p> <p>Do not accept posters/flyers.</p>	2

Question Number	Answer	Mark
9	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>three</b> marks.</p> <ul style="list-style-type: none"> <li>• Broadcasting</li> </ul>	3

	<ul style="list-style-type: none"> <li>• Retail</li> <li>• A&amp;R</li> <li>• Promotion</li> <li>• Venue / venue management company</li> <li>• Publishing</li> <li>• Record company</li> <li>• PR (agency)</li> <li>• Distribution</li> <li>• Advertising agency</li> <li>• Ticket agency</li> <li>• Printing firm</li> <li>• Artist management / artist agency</li> </ul> <p>Accept any other valid response.</p>	
--	--	--

Question Number	Answer	Mark
10	<ul style="list-style-type: none"> <li>• Guitar technician/Guitar tech</li> <li>• Instrument technician/Instrument tech</li> <li>• Instrumental support</li> <li>• Roadie</li> </ul> <p>Accept any other valid response.</p> <p>Do not accept sound technician/sound engineer/guitarist/session musician.</p>	1

Question Number	Answer	Mark
11	<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>• To be offered more work in the future</li> <li>• To maintain a good reputation</li> <li>• To demonstrate reliability</li> <li>• To get paid the full agreed amount</li> <li>• So that the work is completed as required</li> <li>• To avoid potential legal dispute</li> </ul> <p>Accept any other valid response.</p>	2

## Section B

Question Number	Answer	Mark
12	<p>Award <b>one</b> mark per identification and <b>one</b> additional mark per appropriate expansion, up to a maximum of <b>four</b> marks.</p> <ul style="list-style-type: none"> <li>• There are good transportation links to reach the venue (1) so that people are able to attend easily/ cheaply (1)</li> <li>• The venue is away from residential properties (1) so that the noise will not disturb local residents (1)</li> <li>• The venue is used to/suitable for club dance events (1) so it knows what is required and the event can run smoothly (1)</li> <li>• There is space for dancing in the venue (1) so that those attending have room to enjoy themselves as they might expect (1)</li> <li>• The venue has space for Lewis and his equipment (1) because if not the gig would not work very well (1)</li> <li>• The venue is big enough for the expected crowd (1) as overcrowding would cause problems in terms of health and safety and audience satisfaction (1)</li> <li>• The venue is not too big for the expected crowd (1) so that the event lacks atmosphere being only half-full (1)</li> <li>• The venue is within the budget (1) in order to make sufficient profit to make the event worthwhile (1)</li> <li>• The venue meets the required health and safety standard (1) so Lewis can be assured of the safety of those attending (1)</li> <li>• The venue has appropriate supporting facilities e.g. security, bar and bar staff (1) so Lewis does not have to organise these aspects himself (1)</li> <li>• The venue location offers sufficient potential audience base (1) to make it viable (1)</li> </ul> <p>Accept any other valid response.</p>	<p>1 + 1 1 + 1</p>

Question Number	Answer	Mark
13(a)	<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 he does not over-sell beyond venue capacity (1) causing people to be turned away (1) <b>or</b> breaching health and safety regulations (1)</li> <li>• So he can sell up to capacity (1) without the delay of having to print more (1)</li> <li>• So he can keep a record of how many of the tickets have been sold (1) and thus avoid selling too many or not enough (1)</li> <li>• If he did not print enough the venue might not be up to capacity (1) therefore might lose out on profit that could have been made from further ticket sales (1)</li> <li>• So he can distribute them all amongst selling agents (1) thus maximising the number that can be sold (1)</li> <li>• Lewis could print more than he needs which would cost more money (1) meaning less profit (1)</li> </ul> <p>Accept any other valid response.</p>	1 + 1

Question Number	Answer	Mark
13(b)	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Social media/online (accept relevant platform name)</li> <li>• Word of mouth</li> <li>• Networking</li> <li>• Flash mob</li> <li>• Editorial in local paper</li> <li>• Flyers/leaflets</li> <li>• Posters</li> <li>• Event listing</li> </ul> <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
14	<p>Organising event security - Venue manager/ Front-of-house (1)</p> <p>Assisting with get-in – Roadie (1)</p> <p>If more than one line from Activity box <u>and</u> one or more of these lines connects to an incorrect Job role box, score zero for this box.</p>	2

Question Number	Answer	Mark
15	<p>Responses may include the following:</p> <p><u>Pursue dance music</u></p>	8

	<ul style="list-style-type: none"> <li>+ Chance to make a living making his music</li> <li>+ Gets to be his own boss</li> <li>+ Creatively fulfilling</li> <li>+ Has chance of being very successful...</li> <li>+ ...and therefore profitable...</li> <li>+ ...leading to further exciting career opportunities</li> <li>+ Could create something that would make his mark on music for the future</li> <li>+ Could lead to opportunities for travel and meeting interesting people</li> <li>+ Would be paid to do what he loves doing</li>   <li>- No stable income</li> <li>- Since not popular in the music press may not be commercially viable</li> <li>- May not be a success so could have wasted his time</li> <li>- If not successful may affect his self-esteem...</li> <li>- ...or wasted money in trying</li> <li>- Has to purchase all the equipment he needs to make music...</li> <li>- ...which would be more expensive</li> <li>- Has to rely on own self-motivation and creativity to generate work</li> <li>- Hours may be long</li> <li>- Hours may be unpredictable from week to week</li> <li>- May have to take more criticism from the press...</li> <li>- ...which might affect sales or popularity</li>   <li><u>Regular work</u></li> <li>+ Guaranteed income</li> <li>+ Regular income</li> <li>+ Doesn't have to worry about sourcing work</li> <li>+ Company may supply or assist with the equipment required to do the job...</li> <li>+ ...saving some expense</li> <li>+ Paid holidays and possibly other perks</li> <li>+ Will provide good experience...</li> <li>+ ...which may be useful in the future, e.g. for other employment</li> <li>+ Get to work regular hours</li> <li>+ Get to work fixed, reasonable number of hours each week</li> <li>+ Will stop being criticised in the press</li> <li>- Doesn't get to make his choice of music, has to compose to order</li> <li>- May have to compose music he is not proud of or is not creatively fulfilling</li> <li>- Won't have as much time to make his own music</li> <li>- Predictable hours and work may be boring</li> <li>- Would be tied into a contract so would not be easy to leave/would have to find other work before he could leave</li> <li>- No chance of making it big/becoming famous</li> <li>- Paid a standard wage only, no opportunity to make lots of money</li>   <li>Accept any other valid response.</li> </ul>	
<b>Level</b>	<b>Descriptor</b>	
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, <b>or</b> 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, <b>or</b> 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
16	<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>• Stage planning</li> <li>• Rigging/set up/get in</li> <li>• De-rigging/take down/get out</li> <li>• Supervision of crew</li> <li>• Sound checking</li> <li>• Ensuring mic and lines work correctly</li> <li>• Adjusting levels</li> <li>• On stage mix</li> <li>• Front-of-house/monitor mixing</li> <li>• Relevant health and safety responsibilities</li> <li>• Maintenance of sound equipment</li> </ul> <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
17	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Hire company/Lighting/Sound equipment supplier</li> <li>• Transport company</li> <li>• A relevant trade association e.g. BECTU, PLASA.</li> <li>• Police</li> <li>• Fire brigade</li> <li>• TV or radio company/broadcasting company</li> <li>• Staff recruitment agency</li> <li>• PRS for Music/PPL/MCPS</li> </ul> <p>Accept any other valid response. Do not accept venue as it is mentioned in the brief.</p>	1

Question Number	Answer	Mark
18	<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>• To test the sound technology being used in the performance (1) so as to be sure it works as planned without problems or hitches (1)</li> <li>• So the sound designer can see that everything sounds as planned (1) or make adjustments for optimum end result (1)</li> <li>• So the sound crew can become familiar with the tasks they need to do throughout the show (1) so things run smoothly for the actual show (1)</li> <li>• So that any problems can be identified (1) and therefore corrected before the actual show takes place (1)</li> <li>• So mic levels can be tested and set (1) so the sound can be heard as planned/clearly in the performance (1)</li> </ul> <p>Accept any other valid response.</p>	1 + 1

Question Number	Answer	Mark
19	<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. AND 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>Positive</p> <ul style="list-style-type: none"> <li>• Higher capacity venue (1) so more chance of being able to get tickets (1)</li> <li>• Plentiful parking and transport links (1) so easy to access (1)</li> <li>• Venue has infrastructure already in place to deal with larger numbers of people (1) so facilities in place to enhance audience experience, e.g. availability of food and drink, toilets etc. (1)</li> <li>• Lots of people may attend (1) leading to a fun atmosphere (1)</li> </ul> <p>Negatives</p> <ul style="list-style-type: none"> <li>• Sound quality can be poor (1) so performance may not be as enjoyable (1)</li> <li>• Large venue (1) so less intimate experience (1)</li> <li>• May end up seated far from the performers (1) so less enjoyable because further removed from the performance (1)</li> <li>• If the venue is not very full the event will lack atmosphere (1) leading to a less-enjoyable experience (1)</li> <li>• Audience noise may be loud (1) making it harder to hear the performance (1)</li> </ul> <p>Accept any other valid response.</p>	1 + 1 1 + 1

Question Number	Answer	Mark
20	<p>Responses may include the following:</p> <p>Theatre</p> <ul style="list-style-type: none"> <li>• Mixing desk, speakers, etc. already in place so less effort to get set up</li> <li>• Some wiring fixed so easier to set up sound</li> <li>• Under cover so not affected by the weather</li> <li>• Better acoustics</li> <li>• Better lighting</li> <li>• Need less crew to set up and run</li> <li>• Have run the show in this venue already so is familiar</li> <li>• Small theatre may present challenges of acoustics</li> <li>• Audience contained in seats so more manageable</li> <li>• Theatre is on edge of town so any extra equipment needed could be delivered easily</li> <li>• A safer environment, i.e. clearly marked fire exits, fire extinguishers, etc.</li> <li>• Cables easily taped down or fixed in place</li> <li>• Shorter hours due to less effort required in setting up etc.</li> </ul> <p>Outdoor:</p> <ul style="list-style-type: none"> <li>• Weather is a factor, may cause show to be curtailed or cancelled</li> <li>• May need to hire unfamiliar equipment...</li> <li>• ...which could cause problems as crew may not know how to work it as well</li> <li>• Will need to organise transportation of equipment</li> <li>• Will need extra crew to set up</li> <li>• Will need to take precautions to ensure equipment not damaged by the weather...</li> <li>• ...or by accidental damage from those attending</li> <li>• Site is in town centre so may present transportation issues</li> <li>• Presents easier egress than small theatre in case of fire or other emergency</li> <li>• More challenging to ensure cables are not trip hazards when outside</li> <li>• Getting good sound is more challenging outside</li> <li>• Will involve working longer hours due to time it takes to set up and then dismantle all equipment for one night</li> </ul>	8

<b>Level</b>	<b>Descriptor</b>
0 0 marks	No rewardable material.
1 1-3 marks	A few key points identified, <b>or</b> 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.

Ofqual



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government



Pearson Education Limited. Registered company number 872828  
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE