



Pearson



Mark Scheme (Results)

Summer 2017

BTEC Level 1/Level 2 First in Music
Unit 1: The Music Industry (21512E)

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Publications Code 21512E _1706_MS

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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	B Liaising between creative partners	1 MCQ

Question Number	Answer	Mark
2	B Independent	1 MCQ

Question Number	Answer	Mark
3	D Venue manager	1 MCQ

Question Number	Answer	Mark
4	D Transport company	1 MCQ

Question Number	Answer	Mark
5	C PLASA	1 MCQ

Question Number	Answer	Mark
6	MU/Musicians' Union Accept Musicians' Benevolent Fund/Arts Council Do not credit 'Music Union'. Accept any other valid response.	1

Question Number	Answer	Mark
7	<ul style="list-style-type: none"> • Journalist / reporter • Blogger • Critic • Reviewer • Marketing Director / Manager • Press Officer / Publicist • PR (representative) • Copywriter <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
8	<ul style="list-style-type: none"> • Roadie <p>Accept instrumental technician / guitar tech / drum tech / live sound technician / bass tech / keyboard tech.</p> <p>Do not accept sound technician / sound engineer.</p> <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
9	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Downloads / demo / single / vinyl • Tickets / name on guest list / door • Backstage passes • Poster / flyer / leaflet • DVD • Items of merchandise (e.g. T shirts, hats, etc.) <p>If 'merchandise' is credited, no further credit should be awarded for individual items of merchandise.</p> <p>Do not accept CDs.</p> <p>Accept any other valid response.</p>	2

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"> • Community noticeboard • (Local) newspaper • (Local) radio • (Local) TV • Posters • Flyers / leaflets • Pop-up event in local area • Advertising at the venue • Local venue mailing list • Relevant social media groups e.g. on Facebook, Twitter. • Word of mouth <p>Accept 'local media' but then no further credit for radio / TV / newspaper. Accept any other valid response.</p>	2

Question Number	Answer	Mark
11	<p>Award one mark for identification of a reason and one additional mark for appropriate related explanation for a maximum of two marks.</p> <ul style="list-style-type: none"> • To identify potential hazards at the venue (1) so that these can be remedied or minimised as much as possible (1). • To ensure that the venue is as safe as it can be (1) so that people are not put at risk while in the building (1). • To comply with fire/health and safety regulations (1) to avoid being closed or prosecuted (1). • To avoid accident or injury (1) that could have been reasonably been prevented (1). • To comply with insurance company requirements (1) ensuring they are appropriately covered (1). <p>Accept any other valid response.</p>	1 + 1

Question Number	Answer	Mark
12	<p>Award one mark for identification of a reason and one additional mark for appropriate related explanation for a maximum of two marks.</p> <ul style="list-style-type: none"> • To employ extra staff only when needed (1) so as to keep staff costs/liability down (1). • To avoid paying pension and sick pay (1) thus saving the business money over the year (1). • Casual staff are cheaper (1) thus reducing costs (1). • To comply with health and safety requirements for a larger than normal event (1) to ensure there are sufficient staff to cover the legal requirements (1). • Can be easier to hire at short notice (1) saving time / avoiding lengthy interviews, etc. (1) <p>Accept any other valid response.</p>	1 + 1

Question Number	Answer	Mark
13	<p>Award one mark for each of the following up to a maximum of three marks.</p> <p>Studio manager</p> <ul style="list-style-type: none"> • Booking sessions • Managing staff • Managing maintenance of equipment and facilities • Dealing with customers • Managing finances <p>Recording engineer</p> <ul style="list-style-type: none"> • Maintenance and repair • Equipment installation • Operating studio equipment / make recordings • Set up studio equipment / mics <p>Mastering engineer</p> <ul style="list-style-type: none"> • Produces finished master • Optimises audio performance • Ensures product quality • Prepares master in preparation for manufacturing <p>Accept any other valid response.</p>	3

Question Number	Answer	Mark
14(a)	<p>Award one mark for the identification of one advantage and one mark for the identification of one disadvantage for a maximum of two marks.</p> <p>Advantage</p> <ul style="list-style-type: none"> • Improved quality • Improved efficiency • Adds new features • Improves reputation of her studio • Guards against breakdowns • Remains competitive • Ensures compatibility • Keeps up with technological advances • May attract more clients <p>Disadvantage</p> <ul style="list-style-type: none"> • Cost implications • Takes time out of studio while work is done • Time requirement to learn new equipment • May not interface with client's own equipment / may be incompatible • Client may prefer older equipment <p>Accept any other valid response.</p>	1 + 1

Question Number	Answer	Mark
14(b)	<p>Award one mark for the identification of one positive factor and one additional mark for the appropriate expansion.</p> <p>AND</p> <p>Award one mark for the identification of one negative factor and one additional mark for the appropriate expansion for a maximum of four marks.</p> <p>Positive</p> <ul style="list-style-type: none"> • Will know what they are doing having done it before (1) so will be able to install efficiently (1). • Will be experienced (1) so will do an accurate job / so the work will be of good quality (1). • Will be insured (1) so if anything is damaged Suki will be covered (1). • Will have expert knowledge of the equipment (1) so would be able to advise on its operation or tailor the installation to suit (1). • Will ensure equipment is installed correctly (1) so that it is fully functioning (1). • The engineer would provide a guarantee (1) so problems that develop later could be rectified (1). • It will save Suki the bother of doing it herself (1) giving her more time to focus on other work in her business (1). <p>Negative</p> <ul style="list-style-type: none"> • Will be expensive (1) so will take a larger amount of Suki's budget/reduce the amount Suki has to spend on equipment (1). • May end up being charged more for items such as cables that Suki could have sourced more cheaply herself (1) meaning overall cost to Suki is higher (1). • Suki would have no knowledge of the install (1) so if something went wrong she would be less able to fix it herself (1). • Suki may have to wait for the engineer to be available (1) causing a delay in starting to get set up (1). <p>Accept any other valid response.</p>	<p>1 + 1</p> <p>1 + 1</p>

Question Number	Indicative content	Mark
15	<p>Responses may include the following.</p> <p>1 Employ a part-time engineer</p> <ul style="list-style-type: none"> • Will be able to work on Suki's days off • Will be able to take more bookings on these days, thus create more revenue • Will have more happy customers as will not be turning away as many people • Opportunity to secure more business, some of which might lead to more interesting or lucrative projects • Employing someone will mean he/she will have to be paid from any profit made • Other implications from having staff such as holiday pay, staff sickness, pensions, etc. may be troublesome • Would have to place an advertisement and interview to find the right person • Could end up employing someone who proves unsuitable and is then hard to get rid of • An employee may not have the same values so could have various opportunities to bring Suki's business into disrepute • New staff would need training, which would take time out of an already busy schedule for Suki • An employee might expect work to always be available so Suki may end up having to pay him/her even if there are no bookings on the two days <p>2 Rent out the studio to self-employed engineer</p> <ul style="list-style-type: none"> • A self-employed worker will avoid the various burdens such as pensions, etc. • Will pay a fixed fee to Suki ensuring she makes more money from her studio on her days off • A fixed fee offers no opportunities for increased income or the creation of further opportunities, however • Is a reliable option for Suki; the risk is all the self-employed engineer's • Engineer may not do a good job so would still bring her studio into disrepute • Engineer may do a great job and enhance her studio's reputation • Engineer may be so good that he/she ends up poaching Suki's customers and branching off on his/her own, or customers would request him/her rather than Suki resulting in loss of income 	8

	<ul style="list-style-type: none"> • May not treat the equipment with the same level of care as Suki 	
	Accept any other valid response.	
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
16	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Arena • Sports venue / sports hall / stadium • Outdoor space / park <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
17	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Larger space • Soundproofed / away from residential areas • May have equipment the band can borrow or hire / more professional equipment • Can leave equipment set up • Convenient location • Better acoustics • More convenient or less disruptive than using own home • Accessible, e.g. parking for band members • Fewer distractions / fewer interruptions / more productive <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
18	<p>Award one mark for each of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Drum technician • Live sound technician <p>If three job roles are circled then award a max 1 mark for a correct response. If four or more job roles are circled then award 0.</p>	2

Question Number	Answer	Mark
19	<p>Award one mark per identification and one additional mark per appropriate expansion up to a maximum of four marks.</p> <ul style="list-style-type: none"> • To check the balance of parts is correct (1) so that the music is heard as intended by the audience (1) • To ensure overall level is not too loud or quiet (1) to ensure optimal experience for the audience (1) • To make sure equipment is functioning (1) so that any problems can be fixed before the performance (1) • So performers can get a feel for the acoustics of the venue (1) so that they are able to perform accordingly/perform their best (1) • So that engineers can get a feel for the acoustics of the venue (1) and configure the sound to suit the acoustics (1) • To check monitor levels for performers (1) so they can hear in order to perform in time or in tune (1) • To check or adjust EQ (1) to improve sound quality (1). <p>Accept any other valid response.</p>	<p>1 + 1 1 + 1</p>

Question Number	Indicative content	Mark
20	<p>Responses may include the following.</p> <p>Manager responsibilities:</p> <ul style="list-style-type: none"> • Organise transportation for the band • Organise transportation for the band's equipment • Arrange to hire equipment at venues if necessary • Liaise with venue managers • Book venues to form an appropriate tour schedule • Use contacts and experience to ensure the band are booked into suitable venues for their style of music, etc. • Ensure sufficient funding is saved to finance the tour, also allowing for contingencies • Contact promoters and local press in each town to organise publicity for each show • Ensure sufficient merchandise and CDs are created and on hand to be sold at performances • Book a stage crew and technicians to either travel with the band or to attend each show at the venue • Send out contracts to the venues • Send out posters to each venue • Promote the tour on social media • Ensure extra supplies are on board to cover breakages, e.g. guitar strings, drumsticks • Have directions to each venue so the band can find the venue • Arrange suitable accommodation for the band • Negotiate rates of pay or cut of the door, etc. • Collect payment at each venue using contract to enforce this if necessary • Organise support acts • Organise band meals • Keeps the band out of trouble <p>Benefits for the band:</p> <ul style="list-style-type: none"> • Would save a lot of time... • ...that can instead be spent rehearsing • Manager will have expertise/experience to do a good job • Benefit from the extended contacts of a manager 	8 Exp

	<ul style="list-style-type: none"> • Would gain someone who could deal with emergency problems that occur last minute, leaving them free to fulfil their performing commitments • Will save arguments or dissatisfaction as to who might otherwise do this work from within the band • Offers an professional viewpoint in dealing with challenging situations • Peace of mind that the organisation is being handled • Leaves the band free to concentrate on the music • Creates a more professional impression • Manager likely to be a more experienced negotiator, thus securing better deals for the band <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.	
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