



Mark Scheme (Results)

January 2022

BTEC Level 1/Level 2 First in
Music

UNIT 1: The Music Industry
(21512E)

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- General marking guidance
- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark grids should be applied positively. Learners must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark grid, not according to their perception of where the grade boundaries may lie.
- All marks on the mark grid should be used appropriately.
- All the marks on the mark grid are designed to be awarded. Examiners should always award full marks if deserved. Examiners should also be prepared to award zero marks if the learner's response is not rewardable according to the mark grid.
- Where judgement is required, a mark grid will provide the principles by which marks will be awarded.
- When examiners are in doubt regarding the application of the mark grid to a learner's response, a senior examiner should be consulted.

Specific marking guidance

The mark grids have been designed to assess learners' work holistically.

Rows in the grids identify the assessment focus/outcome being targeted.

When using a mark grid, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches the learner's response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the assessment focus/outcome and will be modified according to how securely all bullet points are displayed at that band.
- Marks will be awarded towards the top or bottom of that band depending on how they have evidenced each of the descriptor bullet points.

Section A

Question Number	Answer	Mark
1	B Musical director	1

Question Number	Answer	Mark
2	B Scouting for talent	1

Question Number	Answer	Mark
3	C Collecting royalties	1

Question Number	Answer	Mark
4	D Stage planning	1

Question Number	Answer	Mark
5	C To get paid	1

Question Number	Answer	Mark
6	<ul style="list-style-type: none">• Distributor• Distribution• Transport• Transportation• Transporting agency	1

Question Number	Answer	Mark
7	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Composer • Arranger • Songwriter • Producer • Band Leader • MD/Musical Director <p>Accept any other valid response.</p>	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"> • Maintenance and repair • Equipment installation • Operate studio equipment/make recordings • Set up studio equipment/instruments • Sound check/check equipment is working • Monitor levels • Create a rough mix • Liaise with clients in the studio • Health and safety within the studio <p>Accept any other valid response.</p>	2

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"> • Management • Public relations (PR) • Image consultancy • Agency/Booking agency • Promotion • A&R • Record company • Publishing house • Union <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
10	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Raise profile/get noticed • To create new opportunities • Meet others in the industry/widen professional relationships • Get advice from others in the industry • Learn new information/get ideas • To further career • To help build brand • Practise selling oneself/improve communication skills • Opportunity to help others <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
11	<p>Award one mark for the identification of one advantage and one mark for the identification of one disadvantage.</p> <p>Advantage:</p> <ul style="list-style-type: none"> • Not tied down to one particular job • Flexibility • Having a number of short-term contracts can provide variety in employment • Opportunity to gain a range of experience <p>Disadvantage:</p> <ul style="list-style-type: none"> • Have to seek other work once each contract ends • Income may be unstable • No continuity of employment • Always need to look for the next job <p>Accept any other valid response.</p>	2

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"> • Acts as a focal point online (1) providing relevant information to anyone who is interested (1) • Easy to showcase music (1) encouraging people to purchase or attend performances (1) • Can include list of upcoming performances (1) so that fans can plan to attend (1) • Musician can sell their music, etc. (1) providing income (1) • Looks professional (1) showing the musician takes their career seriously (1) • Easy for industry professionals to find the musician online (1) so it is easier for them to get in contact (1) • Can be styled to give desired image (1) to help build brand (1) • Easy to direct fans to (1) so as to build a following (1) • Total control of the content (1) so information is featured for as long as desired (1) • As a promotional tool (1) to raise awareness of their music (1) <p>Accept any other valid response.</p>	2

Section B

Question Number	Answer	Mark
13	<ul style="list-style-type: none"> • Musician's Union • MU • Equity 	1

Question Number	Answer	Mark
14	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Search for venues online • Contact/visit venues • Send out demos • Posters/flyers/newspaper adverts • Post on social media • Look for open mic events to perform at • Enter a battle of the bands • Hire a booking agent • Recruit a band manager • Perform as a support act for another band • Networking/word of mouth • Invite potential bookers to a band performance • Widen area/location/type of venues searched <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
15	<p>Award one mark for identification of a reason and one additional mark for appropriate related explanation.</p> <ul style="list-style-type: none"> • Post on social media (1) to raise awareness amongst those who might attend (1) • Put up posters (1) so more people will see upcoming gigs advertised (1) • Organise a promotional performance in a public space (1) so people can hear their music (1) • Run promotional offers, e.g. free tickets (1) to encourage people to engage (1) • Hand out flyers (1) so lots more people know about the gigs (1) • Word of mouth - speak to people (1) in the hope that this spreads the word about the gigs (1) • Local publicity, e.g. local radio or newspaper (1) so that lots of people are made aware of the gigs (1) • Make sure the ticket price is accessible (1) so people can afford to attend (1) <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
16	<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"> • Provides a larger space (1) so all equipment can fit in/more equivalent to performance stage area (1) • Away from residential areas (1) so neighbours are not disturbed (1) • May have equipment the band can borrow or hire (1) to save band members buying/bringing their own (1) • Could leave equipment set up (1) which would be more convenient (1) • Convenient location (1) easy for band members to access/park • Better acoustics (1) allowing band to work on their sound (1) • Studio is sound proofed (1) so band can play more loudly to replicate live performance (1) • A more professional setting (1) which encourages a conscientious attitude (1) <p>Accept any other valid response.</p>	4

Question Number	Indicative content	Mark
17	<p>Responses may include discussion of the following areas.</p> <ul style="list-style-type: none"> • Accessibility: <ul style="list-style-type: none"> - parking space, availability of public transport routes, catchment area within walking distance, challenges to those with mobility issues, get-in of equipment • Equipment: <ul style="list-style-type: none"> - audio equipment that might need to be purchased, e.g. PA system, installation and maintenance. Set-up such as cables and wiring from stage to mixer/patch bays • Power: <ul style="list-style-type: none"> - power demands expected from equipment vs capacity of electrical system, enough plug sockets in the right places • Noise issues: <ul style="list-style-type: none"> - maintaining a safe sound level, sound limiter, potential disturbances to neighbours • Viability: <ul style="list-style-type: none"> - potential levels of attendance, level of demand from catchment area, safe limits, availability of enough suitable performers to fill dates • Acoustics: <ul style="list-style-type: none"> - natural acoustic features of the space and any remedial work that may be required to optimise, such as feedback if stage area is too reverberant and sound absorption panels • Staging and layout: <ul style="list-style-type: none"> - where to locate the performance area, raised stage or floor level, audience seating vs standing, places to put drinks • Budget: <ul style="list-style-type: none"> - how much money is available for this project, how will this be funded, can tickets be sold for gigs, predictions of increased trade to support investment • Licensing and legal: <ul style="list-style-type: none"> - need for PPL PRS licence if pub doesn't have one already, may need to check with local council re change of use and expansion of licensed area • Health and safety: <ul style="list-style-type: none"> - fire exits, risk assessment, PAT testing, power distribution, security, crowd control, noise levels, etc. • Lighting: <ul style="list-style-type: none"> - how to light the stage area, current lighting likely to be inadequate, creating an atmospheric performance space, desirability for a range of lighting options • Staffing: <ul style="list-style-type: none"> - consider impact on current staffing levels, possible requirement for sound engineer, roadie, security staff, etc., ability to successfully promote the event 	8 Exp

	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.	

Section C

Question Number	Answer	Mark
18	<p>Award one mark for each of the following:</p> <p><u>Sound checking and adjusting front of house levels:</u></p> <ul style="list-style-type: none"> • Live sound technician • Live sound engineer • Engineer/sound engineer/assistant engineer • Technical manager <p><u>Assisting with get-in, rigging and de-rigging.</u></p> <ul style="list-style-type: none"> • Roadie • Road crew • Guitar tech • Drum tech • Instrumental tech <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
19	<p>Award one mark for any of the following up to a maximum of three marks.</p> <ul style="list-style-type: none"> • Hire/provide sound equipment • Hire/provide lighting equipment • Hire/provide backline/instruments • Hire/provide generators/power distribution • Hire/provide marquees/tents to protect from weather • Hire/provide stage/truss • Hire/provide infrastructure, e.g., fencing, toilets, water dispensers • Transport (any) equipment • Transport artists, crew or audience • Provide personnel, e.g., artists, crew, security • Provide backstage catering for cast and crew • Give sponsorship/donations <p>Allow 'hire/provide equipment' if no other specific equipment is identified.</p> <p>Accept any other valid response.</p>	3

Question Number	Answer	Mark
20	<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"> • Sponsorship (1) in exchange for a presence at the event/supports additional promotion of the event (1) • Find investors (1) willing to invest money in exchange for a cut of the profit (1) • Sell tickets in advance (1) to cover initial costs (1) • Sell advertising, e.g., in event programmes (1) so that businesses can raise awareness of their product or service (1) • Bank loan (1) which could be paid back with the profits made from the event (1) • Crowdfunding (1) offering a discount or free ticket to those who contribute (1) • Sale of space at the event, e.g., food stalls (1) so that relevant businesses can attend in the hope of making money to cover their costs (1) • Sell merchandise in advance (1) allowing the event to be promoted more widely (1) <p>Accept any other valid response.</p>	4

Question Number	Indicative content	Mark
21	<p>Responses may include the following:</p> <p><u>Option 1 - sell as many tickets as possible:</u></p> <ul style="list-style-type: none"> + maximises the profit available + more people may attend future events + potential to widen database of potential event clients + more potential customers for vendors at the event + bigger crowds for the performers leading to increased fanbases for them + bigger event is more prestigious, looks good on CV + no need to turn anyone away, keeping all customers happy + easier to attract business sponsorship and advertising if larger crowd expected - site could become overcrowded - difficult to plan with accuracy, so potential to over or under-cater for services and facilities - greater potential for H&S incidents - food and drink may run out if vendors underestimate crowd size - facilities, e.g. toilets may prove inadequate - audience enjoyment likely to reduce if too crowded - may result in not enough space for audience to see performances - sound equipment may not be powerful enough for everyone to hear properly - may not be enough space for car parking or capacity on public transport - negative effects may impact Mayleen's reputation <p><u>Option 2: sell a smaller, fixed number of tickets:</u></p> <ul style="list-style-type: none"> + likely to result in a better audience experience + more controlled, less likely for incidents relating to overcrowding + can plan facilities and services with confidence as number of attendees will be known + fewer tickets to sell so may sell out + positive audience experience more likely to lead to better reputation for Mayleen + could sell tickets for higher price by offering a more exclusive experience + less environmental damage, e.g. to the field, litter, etc. + more manageable + know how many tickets to print - could make a smaller amount of profit - may misjudge the fixed number, missing out on sales opportunities, etc. - crowd size at stages may be too small to create a good atmosphere - may not be enough attendees to interest vendors or sponsors - may be harder to encourage investors as profits likely to be smaller - harder to cover fixed costs 	8

	Accept any other valid response.	
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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