



Mark Scheme (Results)

June 2014

NQF BTEC Level 1/Level 2 Firsts in  
Music

Unit 1: The Music Industry (21512E)

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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 – Distribution company	1

Question Number	Answer	Mark
2	D – A contract	1

Question Number	Answer	Mark
3	C – Paying musicians	1

Question Number	Answer	Mark
4	B - MU	1

Question Number	Answer	Mark
5	A - Audition	1

Question Number	Answer	Mark
6	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• (Music) Publisher</li> <li>• (Music) Publishing</li> <li>• Publishing House</li> <li>• Publishing Company</li> </ul>	1

Question Number	Answer	Mark
7	<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 keep a record of ticket sales income</li> <li>• To ensure tickets are not oversold</li> <li>• To ensure that health &amp; safety/fire regulations on capacity are not exceeded</li> <li>• To provide accurate data on participation/ audience numbers for analysis</li> <li>• To be able to advise potential audience members on availability / easier to buy tickets remotely or</li> </ul>	2

	<p>online</p> <ul style="list-style-type: none"> <li>• To enable tickets to be bought in advance</li> <li>• To inform related services such as catering of how many to expect.</li> </ul> <p>Accept any other valid response.</p>	
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Question Number	Answer	Mark
8	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• (Income) Tax(es)</li> <li>• National Insurance / NI</li> </ul>	1

Question Number	Answer	Mark
9	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Collection of royalties</li> <li>• Accept via PRS for Music / MCPS</li> <li>• Negotiating a fee for permission to use sample, extract or track</li> <li>• Remixes, arrangements etc.</li> <li>• CDs / Album sales</li> <li>• New formats of material e.g. digital sales / downloads / videos / DVDs</li> </ul> <p>Accept any other valid response.</p> <p>Do not accept merchandising.</p>	1

Question Number	Answer	Mark
10	<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>• Increased sales / more money</li> <li>• Reaches target audiences / increased airplay</li> <li>• Increases visibility/popularity of the event/artists</li> <li>• Creative and imaginative so engages audience and creates buzz</li> <li>• Attract further sponsorship</li> <li>• Build image / construct brand</li> </ul>	2

	<p>Accept any other valid response.</p> <p>Do not accept advertising or promotion as this is restating the question.</p>	
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Question Number	Answer	Mark
11	<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>• Opportunities for use of effects</li> <li>• Large range of instrument sounds</li> <li>• Opportunities to produce own music or recordings</li> <li>• Opportunity to produce an entire track on your own</li> <li>• Sometimes cheaper than hardware / musicians</li> <li>• Takes up less space than hardware</li> <li>• Potential to save money on studio hire fees</li> <li>• 24/7 access to suit your needs</li> <li>• Opportunity to develop own technological skills for future work</li> <li>• Ability to undertake 'remote' freelance work such as arranging</li> <li>• A quicker / easier solution</li> </ul> <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
12	<p>Award <b>one</b> mark for any <b>two</b> of the following:</p> <ul style="list-style-type: none"> <li>• To increase opportunities for work</li> <li>• To develop collaborative projects</li> <li>• To develop knowledge, skills or understanding</li> <li>• To meet new people who may have influence</li> <li>• To strike deals/mates' rates</li> </ul> <p>Accept any other valid response</p> <p>Do not accept responses referring to computer networking.</p>	2

Question Number	Answer	Mark
13(a)	<p>Award one mark for each of the following:</p> <p>Performer: Contracted for specific days and hours</p> <p>Musical Director: Fixed-term contract for the length of the project</p> <p><b>OR</b> Contracted for specific days and hours</p> <p>Do not accept any job role box which has more than one line connected.</p>	<p>1</p> <p>1</p>

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>• Email</li><li>• Letter</li><li>• Phone call</li><li>• Video-conferencing / Skype / webchat / VOIP / Facetime</li></ul> <p>Do not accept text, SMS, Twitter, Facebook, face-to-face.</p>	1



Question Number	Answer	Mark
13(c)	<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 ask and respond to questions about the brief (1) so that a quick answer is given/you don't waste time doing something which is not required (1).</li> <li>• To sketch and/or show initial ideas (1) so that you gain instant feedback and direction (1).</li> <li>• To develop a more effective working relationship (1) as many people prefer to put a face to the name and/or establish common ground/interests (1).</li> <li>• To confirm suitability of the composer-arranger for the project (1) so that the deadline can still be met by a replacement (1).</li> </ul> <p>Accept any other relevant point and subsequent reasoning.</p> <p>Do not accept responses where the roles of client and composer-arranger have been reversed.</p>	1+1

Question Number	Answer	Mark
14	<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>• Choosing music which has similar ensembles (1) so that there is a coherence to the medley and/or the same performers can be used to keep costs down (1)</li> <li>• Budget constraints (1) e.g. cost of materials / performers / studio time (1)</li> <li>• Availability of reliable performers and their ability to play the material chosen (1) to make a better quality product (1)</li> <li>• Availability of permission/negotiation of fee to use the music chosen (1) to ensure that the composer receives appropriate royalties or that publishing house or similar doesn't block or take out a legal case for non-approved usage (1)</li> <li>• Choosing music that is appropriate to the target audience (1) so that it is more successful (1)</li> <li>• Choosing music that is of an appropriate length (1) to fit the length of the advert (1)</li> </ul> <p>Accept any other relevant point and subsequent reasoning.</p>	<p>1 + 1</p> <p>1 + 1</p>

Question Number	Indicative content	Mark
15	<p>Responses may include the following.</p> <ul style="list-style-type: none"> <li>• Musicians may not be available at short notice</li> <li>• The recording studio may not be available as it will probably have been booked by someone else</li> <li>• Less time is likely to have a negative impact upon the quality of work produced</li> <li>• Costs may rise as bookings made in advance often attract a discount or early-bird rate</li> <li>• Relevant permissions may not be obtained in time</li> <li>• This may impact upon the relationship between you and the client</li> <li>• If you are unable to meet the new deadline your reputation may be affected</li> <li>• Your other work and deadlines may suffer</li> <li>• Stress levels may rise due to increased workload</li> <li>• Finishing early may allow more time for other projects</li> </ul> <p>Accept any other valid response.</p>	8
Level	Descriptor	
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>	

Question Number	Answer	Mark
16	<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>• Hire companies (accept staging, lighting or sound equipment hire)</li> <li>• Security firms</li> <li>• Music Agencies</li> <li>• PRS for Music / MCPS</li> <li>• PPL</li> <li>• Health and Safety</li> <li>• Venues</li> <li>• Promoters / promotion</li> </ul> <p>Accept any other valid response. Do not accept Town Council or references to individual roles</p>	2

Question Number	Answer	Mark
17	<p>Award <b>one</b> mark for each of the following:</p> <p>Lily: (Local) Promoter (1)</p> <p>Ethan: (Live) Sound Technician/ (Live) Sound Engineer (1)</p> <p>Do not accept Electronics Engineer / Engineer</p>	2

Question Number	Answer	Mark
18	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• To ensure the musicians are able to hear what they are playing</li> <li>• To ensure the mix is appropriate to each musician</li> <li>• To set up cabling and monitors safely</li> <li>• Sound checking</li> <li>• Ensuring mic and lines work correctly</li> <li>• Adjusting levels</li> <li>• On stage mix</li> <li>• Prevent feedback</li> </ul>	1

	Accept any other valid response  Do not accept references to Front of House / audience sound	
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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.</p> <p>Accept any of the following:</p> <ul style="list-style-type: none"> <li>• Able to put on bigger/more popular artists (1) as these cost more and aren't possible unless outlay funding is available (1)</li> <li>• Increased marketing / promotion / exposure / endorsement (1) so more people will attend (1)</li> <li>• Able to fund additional or higher quality equipment (1) which allows for additional venues/stages or project to a wider audience (1)</li> <li>• Ihman would not have to invest additional time trying to find funding (1) meaning he can concentrate on organisation and other necessary tasks or that his stress is reduced (1)</li> </ul> <p><b><u>AND</u></b></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> <ul style="list-style-type: none"> <li>• The drinks company may not have an appropriate image or branding for the festival (1) if for example it was an alcoholic drinks company and the target audience did not drink alcohol or the company's reputation is poor (1)</li> <li>• The drinks company may want to have too much influence on the content of the festival (1) which may be different to the ideas of Ihman and the Council (1)</li> </ul> <p>Accept any other valid response.</p>	4

Question Number	Indicative content	Mark
20	<p>Responses may include the following:</p> <ul style="list-style-type: none"> <li>• Multiple indoor venues do not have to rely on good weather so will be more popular even if raining.</li> <li>• Outdoor festivals in green spaces are more family-friendly so could attract more people</li> <li>• If using lots of sites, it can be more challenging to run them on the day of the festival as you will need teams in each</li> <li>• There are more people to communicate with and organise if using several venues</li> <li>• Costs are likely to be higher if using an outside venue due to the need to hire equipment, staging and fencing etc. versus established venues where much is already in place</li> <li>• Established venues will already have necessary licences and health and safety requirements in place</li> <li>• Many festival-goers prefer the outdoor experience regardless of the weather</li> <li>• There are more opportunities for a wider range of genres with more venues</li> <li>• The close proximity of two larger stages and large crowds enhances a vibrant atmosphere</li> <li>• Outdoor events within the town centre area may have imposed earlier finish times than events in established venues which can be good as there is less opportunity for trouble but also bad as there is less time to listen to the music</li> </ul> <p>Accept any other valid response.</p>	8
Level	Descriptor	
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	Some points identified, <b>or</b> a few key points described. The	

4-6 marks	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.

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