higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MUSIC BUSINESS AND STYLES N4

16 November 2023

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1 C
1.2 C
1.3 D
1.4 B
1.5 C
1.6 A
1.7 A
1.8 B
1.9 B
1.10 A
1.11 D
1.12 A
1.13 A
1.14 C
1.15 D
1.16 D
1.17 C
1.18 A
1.19 A
1.20 D
1.21 C
1.22 A
1.23 C
1.24 D
1.25 D

(25 × 2) **[50]**

QUESTION 2

2.1 True
2.2 False
2.3 False
2.4 True
2.5 False
2.6 False
2.7 True
2.8 False
2.9 False
2.10 False
2.11 True
2.12 True
2.13 False
2.14 False
2.15 False
2.16 False

2.17 True
2.18 False
2.19 False
2.20 False
2.21 False
2.22 False
2.23 False
2.24 False
2.25 True

(25 × 2) **[50]**

TOTAL SECTION A: 100

SECTION B

QUESTION 3

3.1 E
3.2 H
3.3 K
3.4 A
3.5 O
3.6 M
3.7 D
3.8 B
3.9 N
3.10 F
3.11 C
3.12 G
3.13 I
3.14 L
3.15 J

(15 × 2) **[30]**

QUESTION 4

4.1 Stage
4.2 DJ
4.3 Brand
4.4 Streaming
4.5 Master
4.6 Lawyers
4.7 Agents
4.8 Secondary
4.9 Partners
4.10 Digital
4.11 Sound

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4.12 Perform
4.13 Brands
4.14 Records
4.15 Record companies

(15 × 2) **[30]**

QUESTION 5

5.1 Tethered downloads,✓✓ permanent downloads,✓✓ nNon-interactive webcasting,✓✓ streaming-on-demand,✓✓ ringtones,✓✓ ring backs, lockers, bundled services, satellite radio, apps and podcasting. (Any 5 × 2) (10)

5.2 Technically satisfactory,✓✓ commercially satisfactory,✓✓ studio recordings,✓✓ recorded during the term,✓✓ songs not previously recorded by you,✓✓ recordings that feature only your performance, not wholly instrumental selections and material that does not cause the company any legal hassle.
(Any 5 × 2) (10)

5.3 Help with major business decisions.✓✓ Help with the creative process.✓✓ Promoting the artist's career.✓✓ Assembling and heading the artist's professional team.✓✓ Coordinating concert tours.✓✓ Pounding the record company to increase marketing of records. Being a buffer between the artist and the outside world. (Any 5 × 2) (10)

5.4 The performance must be truly a background performance.✓✓ Your exclusive company must get a courtesy credit.✓✓ You cannot violate your re-recording restriction for any selection.✓✓ If you are a group, no more than two of you can perform together on any particular showing.✓✓ Some companies require you to get the other artist's label to give up a sideman clearance in exchange for letting you go.✓✓ (Any 5 × 2) (10)
[40]

TOTAL SECTION B: 100

SECTION C

QUESTION 6

6.1 The exclusivity clause means that during the term of the agreement, the artist cannot make records for anybody else.✓✓ All contracts say you cannot record any song you recorded during the term of a deal for a certain period.✓✓ This is known as a re-recording restriction.✓✓ Exclusivity clauses apply to all records made during the term which includes motion picture and television soundtracks.✓✓ Thus, the companies can stop you from recording for motion pictures.✓✓ Some record companies will not allow artists to make soundtrack records.✓✓ Some companies do allow artists to do soundtrack recordings.✓✓ The artist cannot perform on more than one selection for inclusion in the album.✓✓ The artist must not be late in delivery of the product at the time.✓✓ With respect to your fee for performing the music in the film, companies used to let it slide, meaning you kept it all.✓✓ (20)

6.2 One of the most important points to negotiate is what the manager gets after the end of the management term.✓✓ Even though the term may end after a few years, virtually every management contract says the manager is paid on earnings after the term.✓✓ As to records made during the term of the management deal, the manager gets a commission from sales of these records after the term has ended.✓✓ The manager is also paid on records made after the term of the management deal, if the records are recorded under a contract signed during the term.✓✓ Sunset clauses end the day for commissions.✓✓ The manager is paid a full commission only on records recorded and released during the term.✓✓ The manager is paid half a commission on records recorded during the term but released afterward.✓✓ The theory is that the manager only does half the work.✓✓ The manager is paid a full commission on songs recorded and released during the term.✓✓ The manager gets a half commission on songs recorded during the term and released after.✓✓ The manager gets a half commission on songs written during the term but recorded afterward.✓✓ Try to have some date after which all commissions will end.✓✓ Try three to five years after the term.✓✓ Do not settle for more than seven years.✓✓ Sometimes commissions can be reduced over time.✓✓ (30)

[50]

QUESTION 7

Major record companies are the major players in the music industry.✓✓ They sign artists and produce records.✓✓ The records are given to a distributor who is a wholesaler that sells records to stores ✓✓ Then the major record company gets up its advertising and marketing to make an artist a star.✓✓ The major record company has the following divisions;✓✓

- A&R✓✓ – These people discover and nurture talent.✓✓
- Sales✓✓ – This division is in charge of selling records to stores.✓✓
- Marketing✓✓ – This division is in charge of advertising, publicity and promotional videos.✓✓
- Promotion✓✓ – This division is in charge of promoting the records on radio.✓✓
- Product management✓✓ – Product managers are in charge of managing and supervising all other divisions.✓✓
- New Media✓✓ – This division is in charge of all things technological and digital.✓✓
- Production✓✓ – This division is in charge of manufacturing and shipping physical records.✓✓
- Finance✓✓ – This division is in charge of all the finances of the company.✓✓
- Business affairs✓✓ – This division is in charge of all the legal matters of the company.✓✓
- International✓✓ – This division coordinates the release of records in internationally.✓✓ **[50]**

TOTAL SECTION C: 100
GRAND TOTAL: 300

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