higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MUSIC BUSINESS AND STYLES N4

(3030504)

16 November 2023 (X-paper)
09:00–12:00

This question paper consists of 10 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MUSIC BUSINESS AND STYLES N4
TIME: 3 HOURS
MARKS: 300

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Use only a black or blue pen.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1–1.25) in the ANSWER BOOK.

1.1 Executive responsible for the management of the artist's brand.

A Producer
B Chief Executive Officer
C Personal Manager
D Agent

1.2 An organisation that owns music masters.

A Event Promotions Company
B Radio Broadcasting Company
C Music Company
D Artist Management Company

1.3 This division is in charge of promoting the music of a company.

A Production Management
B Sales
C A&R
D Marketing

1.4 This division is in charge of ensuring that music available in stores.

A Production Management
B Sales
C A&R
D Marketing

1.5 A music company that has huge resources and capacity.

A Independent Record Company
B Major-Distributed Independent Record Company
C Major Record Company
D Production Company

1.6 A professional responsible for negotiating with promoters on behalf of the artist.

A Agent
B Personal Manager
C Attorney
D Business manager

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1.7 A professional responsible for investing the artist's money.

A Business Manager
B Finance Manager
C Accountant
D Personal Manager

1.8 A type of a deal that nurtures the artist's talent.

A Demo Deal
B Development Deal
C Recording Deal
D Management Deal

1.9 Money earned by artists from live performances.

A Advance
B Fee
C Profit
D Salary

1.10 A party responsible for marketing and distribution of music.

A Music company
B Artist
C Producer
D Artist manager

1.11 A party not entitled to earn any royalties.

A Music company
B Artist
C Producer
D Artist manager

1.12 A creative that owns copyright to the music.

A Composer
B Sound engineer
C Producer
D Artist

1.13 These parties spend a lot of time in the studio.

A Artist and producer
B Artist and music company
C Artist and artist manager
D Artist and promoter

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1.14 The only party whose workplace is the stage.

A Producer
B Music company
C Artist
D Artist manager

1.15 Music that is not ready for distribution and marketing.

A Promotional recording
B Demo recording
C Master recording
D Un-mastered recording

1.16 This clause means that the artist cannot record the same song again for a specific period of time.

A Copyright restriction
B Legal restriction
C Recording restriction
D Re-recording restriction

1.17 Music given to radio stations for free.

A Old copies
B Discounted copies
C Promotional copies
D Free copies

1.18 The electronic method of accessing two music streaming services at the same time.

A Syndicating
B Simulcasting
C Downloading
D Streaming

1.19 The primary role of a music sound engineer.

A Mixing
B Songwriting
C Producing
D Performing

1.20 A professional responsible for advising the artist about the law.

A Business manager
B Personal manager
C Agent
D Attorney

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1.21 A payment method based on work done.

A Royalties
B Fees
C Value billing
D Wages

1.22 Type of income that is earned forever.

A Royalties
B Profits
C Fees
D Wages

1.23 Types of copies given to audiences for free.

A Radio copies
B Marketing copies
C Promotional copies
D Free copies

1.24 Royalties kept by the record company.

A Producer's royalties
B Composer's royalties
C Mixer's royalties
D Artist Reserves

1.25 A digital service that stores downloaded music.

A Download service
B Streaming service
C Podcasting service
D Locker service

(25 × 2) **[50]**

QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1–2.25) in the ANSWER BOOK.

2.1 Podcasting generates performance royalties.

2.2 All royalties from the greatest hits album go to the music company.

2.3 Artists are not allowed to audit the financial records of the music company.

2.4 Merchandising helps artists to earn royalties.

2.5 Rack jobbers are salespeople that are hired by the music company.

2.6 Artists are not expected to meet any criteria in order to release records.

2.7 Creative control is a clause that lets artists to choose and decide what they want.

2.8 Artists are always allowed to record for other music companies.

2.9 All studio music will always be released and marketed by the music company.

2.10 Commission is an upfront payment of royalties.

2.11 Artists' royalties can be increased by the music company based on sales.

2.12 All monies spend by the music company will be recouped by the company.

2.13 The agent also helps the artist with the production of music.

2.14 Artists are paid their royalties on a monthly basis.

2.15 Independent companies have branch offices in other countries.

2.16 Lawyers in the music industry charge only on an hourly basis.

2.17 A personal manager is the middleman between the artist and everybody else.

2.18 Artists are supposed to perform their own songs all the time.

2.19 Artist managers earn royalties from music sales only.

2.20 Music companies hire personal managers for artists.

2.21 A business manager also earns royalties from music sales.

2.22 An artist must first get a publishing company before hiring a personal manager.

2.23 Artists are always expected to organise their own shows.

2.24 Artists do not own record masters.

2.25 Streaming is the biggest method of selling records.

(25 × 2) **[50]**

TOTAL SECTION A: 100

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SECTION B

QUESTION 3

Choose a/an term/item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–O) next to the question number (3.1–3.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	Product made in the studio	A	recording costs
3.2	Entity responsible for the artist's career	B	key man
3.3	Form of payment earned by personal manager	C	marketing
3.4	Money used to produce a record	D	sunset clause
3.5	The artist can get this money from the record company	E	record
3.6	Period of time based on different record activities	F	conflict of interest
3.7	A contractual provision containing terms and conditions for the after-contract period	G	master
3.8	This personal manager earns a salary instead of a commission	H	personal manager
3.9	This means the personal manager can sign on behalf of the artist	I	return privilege
3.10	When one lawyer represents two or more parties opposing each other	J	promotion copies
3.11	The only function of the record company that stimulates market interest on a product	K	commission
3.12	The product owned by the music company	L	reserves
3.13	The right enabling music companies to keep royalties	M	album cycle
3.14	These royalties are earned from sales of music	N	power of attorney
3.15	Radio stations are always entitled to these	O	tour support

(15 × 2) **[30]**

QUESTION 4

Choose the correct term from those in brackets. Write only the answer next to the question number (4.1–4.15) in the ANSWER BOOK.

4.1 The artist's workplace is the (studio/stage).

4.2 (DJ/Producer) is an artist.

4.3 Merchandisers exploit the (brand/music) of the artist.

4.4 A (streaming/downloading) service is supported by adverts.

4.5 A (master/composition) is owned by the music company.

4.6 (Lawyers/Business managers) help to structure the business of the artist.

4.7 (Agents/Promoters) help to get sponsors for the artist.

4.8 Record royalties are the (primary/secondary) source of income for artists.

4.9 Artists are (employees/partners) of music companies.

4.10 Digital records are sold through (digital/online) stores.

4.11 A recording is a captured (sound/song).

4.12 The primary role of the artist is to (compose/perform).

4.13 Artists sell their (music/brands).

4.14 Music companies sell their (music/brands).

4.15 Producers make recordings for (artists/music companies).

(15 × 2) **[30]**

QUESTION 5

5.1 Mention FIVE non-physical methods of selling music. (5 × 2) (10)

5.2 Mention FIVE standards of recordings that are demanded by the music company.

(5 × 2) (10)

5.3 Mention FIVE duties that the personal manager is expected to perform.

(5 × 2) (10)

5.4 Mention FIVE contractual provisions that artists are expected to abide by when doing sidemen performances. (5 × 2) (10)

[40]

TOTAL SECTION B: 100

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SECTION C

QUESTION 6

6.1 Discuss the contractual provision that relate to music for films. (20)

6.2 Discuss sunset clauses. (30)
[50]

QUESTION 7

Discuss the role of major music companies. **[50]**

TOTAL SECTION C: 100
GRAND TOTAL: 300

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