higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE

## MUSIC BUSINESS AND STYLES N4

**8 November 2022**

**This marking guideline consists of 6 pages.**

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## SECTION A

## QUESTION 1

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

(25 × 2) **[50]**

## QUESTION 2

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

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

**[50]**
(25 × 2)

**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 Personal manager
4.2 Live
4.3 Artist's
4.4 Artist
4.5 Record
4.6 Agents
4.7 Stores
4.8 Records
4.9 Signed
4.10 Digital
4.11 Webcasting
4.12 Royalties
4.13 Sales
4.14 Much
4.15 Companies

(15 × 2) **[30]**

## QUESTION 5

5.1 Artists must regard themselves as businesses.✓✓ Artists should choose a name to brand themselves.✓✓ Artists must be able to market their brands.✓✓ Artists must have a team of relevant professions to manage their brand.✓✓ Artists must be able to diversify their income stream.✓✓ (10)

5.2 Groupies is the entourage that help the artist to be better.✓✓ Groupies provide security.✓✓ Groupies must help the artist with publicity.✓✓ Groupies must be able to prepare the artists for the tour and personal appearances.✓✓ Groupies should be able to drive the artist around and coordinate the publicity of the artist.✓✓ (10)

5.3 Tour support is money that the record company loans the artist.✓✓ The record company only loans the artist tour support if an artist comes back from a money-losing tour.✓✓ The record company will recoup the loan from the artist's future income.✓✓ The artist must give the record company permission to recoup from future artist royalties.✓✓ The personal manager should not get a commission from tour support money.✓✓ (10)

5.4 The producer earns royalties from sales of records.✓✓ The producer earns fees for the time it took to produce an album.✓✓ The producer earns a portion of the synchronisation income.✓✓ The producer earns needletime royalties.✓✓ The producer earns a share of the transcription income.✓✓ (10)
**[40]**

**TOTAL SECTION B: 100**

## SECTION C

## QUESTION 6

6.1 A demo deal is a contract for the artist to make demonstration records for the record company.✓✓ The records made in a demo deal are incomplete.✓✓ The budget for the demo deal is little.✓✓ The recording deal is negotiated after demo records have been made.✓✓ The artist must make new records for the recording deal.✓✓

A development deal is also a contract for the artist to make demonstration records for the record company.✓✓ The records made under a development deal are complete.✓✓ The budget for the development deal is a lot more than for the demo deal.✓✓ The recording deal is pre-negotiated.✓✓ The artist will release records made under a development deal.✓✓ (20)

6.2 The artist can earn money
by selling records through downloads✓✓
by uploading their music onto streaming services✓✓
by selling CDs✓✓
by composing theirs own music✓✓.
though merchandising✓✓
by performing live at events✓✓
by acting✓✓
by hosting other people's events✓✓
by collaborating with other artists✓✓
by making adverts
by hosting television shows✓✓
by being an influencer✓✓
from public airplay of their music✓✓
by licensing their music to movie companies✓✓
by getting sponsorships✓✓
by being featured by other artists✓✓ (30)
**[50]**

**QUESTION 7**

A record company's role is
to record artists' music performances✓✓
to promote their albums through publicity✓✓
to release their albums to all radio stations✓✓
to market✓✓
and promote their albums✓✓
to arrange many interviews for the artist ✓✓
to make music videos✓✓
to nurture the artist's talents✓✓
to enter records for music awards✓✓
arrange performances for artists ✓✓
to give advances to artists✓✓
to get legal assistance for artists✓✓
to release artists' records internationally✓✓
to ensure international royalties of an artist✓✓
to keep correct records for artists✓✓
to pay artists' royalties twice in a year✓✓
to ensure that artists release new music regularly✓✓
to advise artists about the music business✓✓
to coordinate artists' tours ✓✓
to ensure that artists' music is available at many music stores✓✓
to ensure that artists' music is played on radio and TV✓✓
to assist artists with their finances✓✓
to create connections for artists in the music industry✓✓
to assist artists when they experience financial problems ✓✓
to present artists with plaques✓✓
to find the artist a band and professional and creative teams✓✓ (Any 25 x 2) **[50]**

**TOTAL SECTION C: 100**
**GRAND TOTAL: 300**

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