higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MUSIC BUSINESS AND STYLES N6

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MUSIC BUSINESS AND STYLES N6
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 The live presentation of music in … has become one of the most significant formats of selling music.

A churches
B concerts
C studios
D shops

1.2 Artists no longer depend on music promoters for live performances as they organise their own ...

A recordings.
B rehearsals.
C conferences.
D gigs.

1.3 Spotify is an example of a digital online platform from which music can be …

A sold.
B composed.
C streamed.
D violated.

1.4 Which format has become the most common option for buying music online via downloads?

A Compiling disk
B Organising CDs
C Waving files via downloads
D Modifying cassettes

1.5 A single is a …

A release that only targets active music youth.
B composition made by producers.
C marketing strategy by artists.
D release that targets customers who may resist buying a complete album.

1.6 A multi-album is expensive to sell because it …

A targets customers who are already fans of the artist.
B can only be sold to colleagues of the producer.
C is a copy sold to friends of the performing artist.
D is a CD produced with partners.

1.7 Why is it important for a recording company to do free publicity during the introduction phase of the artist?

A To recruit other artists
B To create public awareness of the new artist in the market
C To meet new artists who have the potential to record
D To show off the new artist to seasoned musicians

1.8 Consumers accept the new artist and begin to adopt the artist in greater numbers during the … phase.

A introduction
B growth
C initiating
D final

1.9 … gain interest in writing about an artist who is becoming popular and selling well.

A Composers
B Publishers
C Customers
D Media

1.10 … who were reluctant to book the new artist now chase after the artist for bookings during the maturity phase.

A Promoters
B Managers
C Musicians
D Engineers

1.11 Retailers are not begged for shelve space and to … records during the maturity phase.

A pack
B give
C purchase
D copy

1.12 People stop buying records of an artist during the dying phase and think that the music is … and old-fashioned.

A trending
B outdated
C loud
D modern

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1.13 Retailers have the right to pack all unsold records and return them to the distributing company for a full … during the decline phase.

A purchase
B distribution
C refund
D contribution

1.14 Which method does the intensive distribution strategy use to put every customer within reach of an artist's products?

A Artists
B Sound
C Stores
D Intermediaries and layers

1.15 According to the intensive distribution strategy, it is the duty of the marketer to make sure that the music of the artist is available …

A online.
B immediately.
C offline.
D in halls.

1.16 According to the intensive distribution strategy, the … products marketer can market in ZIP code areas where heavy users of their product are found.

A new
B variety
C consumer
D old

1.17 The exclusive distribution strategy is appropriate where there is a special product that you want to keep providing at the same … level.

A distribution
B recording
C singing
D profitable

1.18 Product development involves all activities devoted to making sure the … is marketable.

A manager
B product
C gig
D merchandise

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1.19 A company that buys a master recording from an artist …

A identifies a market for the recorded music and develops a programme to reach the market.
B sells the master recording to make profit.
C organises a concert based on the master recording.
D works on a new product and mixes it with the master copy.

1.20 New artists get signed by recording companies because of their …

A agent's popularity.
B activities during rehearsals.
C messages to the audience.
D sales potential.

1.21 The marketing plan can target broadly, aiming for a mass audience known as market … and undifferentiating marketing.

A sample
B aggregation
C average
D segmentation

1.22 The … points can serve as the basis for headlines and messages used in publicity and advertising.

A recording
B performance
C selling
D launch

1.23 When can the exclusive distribution strategy be used?

A To introduce an innovative new product
B To establish new compositions
C For indoor performances
D In advertising books

1.24 Product packaging can be designed to emphasise the qualities that the target market will find …

A challenging.
B marketable.
C attractive.
D blending.

1.25 The main design and selling points can be reused on ancillary material like …, retail display items, websites and souvenir merchandise.

A paint
B photocopiers
C art
D posters

(25 × 2) **[50]**

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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 Music in digital form can be copied to a portable playback device such as an MP3 player, iPod, etc.

2.2 Most artists issue audio cassettes because it is the best-selling format.

2.3 The market has audiophiles who believe that the analogue sound of vinyl records is less expressive than that of digital compact discs.

2.4 A multi-album set is a five-disc compilation of previously released recordings.

2.5 Entertainment journalists are supposed to only write positive information about the artist during the introduction phase.

2.6 During the growth phase, the records begin to fly off the shelves.

2.7 Artists are paid a minimum profit made by producers during the maturity phase.

2.8 Promoters plan bookings for an outgoing artist in the dying phase.

2.9 The intensive distribution strategy makes the product convenient for the purchaser.

2.10 The intensive distribution strategy is costly and may not be needed in other circumstances.

2.11 In the selective distribution strategy the marketer cherry-pick to find the best intermediaries and customers.

2.12 The exclusive distribution strategy is good for maximising profit margins.

2.13 The process of product development includes packaging the product effectively and setting the right price.

2.14 The executive finds an artist for a newly identified market and let the artist make his/her own recording.

2.15 Marketing plans are used only when a recording is successful in the market.

2.16 It is essential for marketing purposes to have some sense of the audience for the given musical product.

2.17 Effective marketing promotions must be tailored to the audience's interests and characteristics.

2.18 Audiences are only attracted to the melodies and lyrics of the songs and not the performer's personality and look.

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2.19 Successfully selling a product means having a handle on all its selling points such as the music, the performer and the underlying messages conveyed.

2.20 The design of a CD cover should not focus on qualities that aim to attract consumers.

2.21 A music marketer should focus on pricing that will keep costs down to ensure maximum profit on the generally accepted price.

2.22 Most people buy records at large record stores, on the street and on the internet.

2.23 A distributor takes CDs from the producer and sell it to its retail accounts at a price.

2.24 It is not necessary for a marketer to continually reinforce public awareness of the artist and the product.

2.25 Television play is not part of the promotion of a new CD as only performing in concerts helps to create awareness of a new artist.

(25 × 2) **[50]**

QUESTION 3

Choose a description from COLUMN B that matches a term 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	Entertainment journalist	A	monitoring the incoming flow of money from various revenue streams
3.2	Exclusive distribution strategy	B	begin to have interest in the affairs of the new artist as they start to write articles and reviews about him/her
3.3	Process of product development	C	limited in terms of marketing goals they accomplish, but perform great communication functions
3.4	Distribution channel	D	a good in markets where the customer makes a convenience purchase as it makes the product convenient
3.5	Marketing programme management	E	music format where consumers download music from the internet onto their personal devices for use
3.6	Intermediaries	F	writes positive articles and reviews about the music of the recording artist
3.7	Advert	G	chain of entities involved in moving a product from the seller to the customer
3.8	Signs	H	can be copied onto a portable playback device like an MP3 player or iPod
3.9	Digital formats	I	includes differentiating the product from the competition
3.10	New artist	J	purchase more records and voluntarily order records in bulks of an artist who reached the maturity phase
3.11	Product life cycle	K	must have intrinsic drama that appeals to everyone outside of the target audience
3.12	Media	L	appropriate when introducing an innovative new product
3.13	Retailers	M	play a major role in the distribution channel of records
3.14	Downloaded music	N	introduced into the market during the introduction phase in order to gain momentum
3.15	Intensive distribution strategy	O	enters its growth stage when consumers accept the new artist and begin to adopt the artist in greater numbers

(15 × 2) **[30]**

QUESTION 4

Complete the following sentences by choosing a word or words from the list below. Write only the answer next to the question number (4.1–4.15) in the ANSWER BOOK.

selective; awareness; fans; displayed; downloading; gigs; reduce; product; curiosity; single; participation; stream; promotion; intermediaries; performances

4.1 The music marketing plan should change to recast the tone and focus of … to be in line with changes in the industry or market.

4.2 The marketer must know when to … active promotion and begin winding down the enterprise.

4.3 … break down the bulk shipment for resale.

4.4 An advert must stimulate … by making the audience want to know more.

4.5 Music in digital form enables listeners to … it from the internet.

4.6 A/An … is a release of a disc with fewer songs, targeting customers who may resist buying a complete album.

4.7 The recording company has a responsibility to create … using advertising and publicity for the new artist during the introduction phase.

4.8 During the introduction phase … and bookings are very scarce.

4.9 Records of an artist who has reached the maturity phase are … on the most visible rack by retailers for customers to see and buy.

4.10 These days, most artists make more money from live … than record sales.

4.11 The process of … music onto a personal computer involves burning it onto a CD when one wants to copy it.

4.12 The … distribution strategy targets the most desirable areas and members of the market.

4.13 The nucleus of any marketing effort for music is the … – a new recording.

4.14 All successful musicians work towards building and engaging their … to have a strong fan base.

4.15 The advert must demand … from the audience, meaning it must draw people into some action.

(15 × 2) **[30]**

TOTAL SECTION A: 160

SECTION B

QUESTION 5

5.1 Give 10 functions of intermediaries in the distribution channel. (10 × 2) (20)

5.2 Give FOUR functions of signs with regard to business information. (4 × 2) (8)

5.3 List FOUR mediums through which an artist's music can be advertised. (4 × 2) (8)

[36]

QUESTION 6

6.1 Briefly discuss each of the following components of a music marketing programme and highlight the effect thereof on the success of the programme:

6.1.1 Identifying and defining the target audience (14)

6.1.2 Determining the selling points of the product (10)

6.1.3 Packaging the product (10)

6.1.4 Pricing the product (10)

6.1.5 Management of the marketing programme (16)

6.2 Define each of the following terms:

6.2.1 Intermediaries (4)

6.2.2 Advertisement (2)

6.2.3 Marketing (2)

[68]

QUESTION 7

Explain each of the following:

7.1 Intensive distribution strategy (14)

7.2 Selective distribution strategy (8)

7.3 Exclusive distribution strategy (14)

[36]

TOTAL SECTION B: 140
GRAND TOTAL: 300

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