higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MUSIC BUSINESS AND STYLES N6

8 NOVEMBER 2022

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

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

(25 × 2) **[50]**

QUESTION 2

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

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

(25 × 2) **[50]**

QUESTION 3

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

(15 × 2) **[30]**

QUESTION 4

4.1 educate
4.2 downloads
4.3 consumers
4.4 cassettes
4.5 singles
4.6 Spotify
4.7 coding
4.8 Promoters
4.9 retailers
4.10 genre
4.11 stream
4.12 recording
4.13 distribute
4.14 tunes
4.15 channel

(15 × 2) **[30]**

TOTAL SECTION A: 160

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SECTION B

QUESTION 5

5.1 Multi-album sets
A multi-album set may be a two-disc release of new music. It might also be a five-disc compilation of previous released recordings.✓✓ Whatever the musical content, multi-albums sell in significantly fewer numbers than single discs, simply because their prices have to be set much higher.✓✓ Multi-album formats generally work if the artist is already extremely popular, with a core audience of customers ready to snap up a new release, regardless of the cost.✓✓ For example, Bruce Springsteen's 1986 five-disc live set sold well, due to pent up demand for records of his legendary concerts.✓✓ (8)

5.2 Exclusive distribution strategy
In this strategy, you cherry pick to find the best intermediaries and customers. This strategy is appropriate where you don't have any really serious competition, and where you have a specialty product that you want to keep providing at the same profitable level.✓✓ This method won't grow your market or boost share significantly, but it will maximise profit margins.✓✓ This strategy is also appropriate as you introduce an innovative new product, whether good or service. You find a limited number of early adopters in any market; thus, a massive effort to mass-market a new innovative product usually fails.✓✓Start with exclusive distribution as competition to those most interested in trying new ideas and then work up to selective distribution to those most interested in trying new ideas goes mainstream. Finally, push towards intensive distribution as the market matures and your emphasis shifts from finding first-time users to fighting over repeat business.✓✓ (8)

5.3 Rational appeal advertisement refers to the reasonable, practical and functional desirability of a product or service to a potential consumer.✓✓ (2)

5.4 Merchandise are goods to be sold during performance/promotion of products, especially by their presentation in retail outlets.✓✓ (2)

5.5 Advertisement is a notice or announcement in a public medium promoting a product, service or event.✓✓ (2)

5.6 Emotional appeal in advertisement is advertising messages that are usually based on imagery rather than information, which attempts to achieve the advertiser's objectives by evoking strong emotions or feelings rather than by rational appeal.✓✓ (2)
[24]

QUESTION 6

6.1
- Sound cloud✓✓
- Deezer✓✓
- Pandora✓✓
- Spotify✓✓
- Google play music✓✓
- iHeartRadio✓✓
- SHOUTcast✓✓
- AccuRadio✓✓
- Slaker✓✓
- Mixcloud, Myspace, Groove Music, Thesixtyone, Rdio✓✓ (10 × 2) (20)

6.2
- Create a strategy promote your music.✓✓
- Decide the content of the strategy you want to create.✓✓
- Choose the right social media platform to promote your music.✓✓
- Establish which mediums to use for your content.✓✓
- Distribute your content to an audience.✓✓ (5 × 2) (10)

6.3
- Signs can direct to your business location.✓✓
- Signs can provide street advertising.✓✓
- Signs can build image.✓✓
- Signs can provide helpful information.✓✓ (4 × 2) (6)

[38]

QUESTION 7

7.1
- Happiness✓✓
- Trust✓✓
- Sadness, guilt, fear, anger, passion✓✓ (3 × 2) (6)

7.2
- Radio✓✓
- Television✓✓
- Outdoor transit✓✓
- Online✓✓
- Local newspapers, magazines, pamphlets, billboards etc.✓✓ (5 × 2) (10)

[16]

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QUESTION 8

8.1 Determining the product's selling points

Having a clear idea of the product's selling points - the matrix of qualities that the audience will find valuable and appealing - is vital for effective marketing.✓✓ The selling points can be emphasised in a packaging and serve as the basis for headlines and messages used in publicity and advertising.✓✓ When you begin to determine the selling points, it's important to look beyond just the music. Audiences are attracted to more than melodies; they may fall for the performer's personality and look. They may feel a kinship with the lifestyle and philosophy expressed by the performer's songs stance.✓✓ Music as a product can be a powerful symbol for the taste and beliefs of a defined group of people.✓✓ Punk rock, for example, symbolises rebellion against the establishment and against corporate rock in particular. Everything about punk rock's presentation. From ragged guitar to ripped T-shirts, underscored the symbolism. Those elements appealed primarily to listeners, who imagined themselves as outside mainstream culture.✓✓ Successfully selling a product means having a handle on all it sales points, both overt (the music and performer) and hidden (the underlying messages conveyed).✓✓ The more you can define and communicate these aspects, the more accurately you'll be able to market the product to the correct audience.✓✓ In a case of a classical string quartet, for example, the overt selling points might be these: the group has won several prestigious awards; it performs adventurous new music; buying the groups recording will reinforce the customer's perception of himself/herself as being culturally sophisticated and in tune with the avant-garde.✓✓ (16)

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8.2 Packaging the product

Having identified the products audience and selling points to whatever extent possible, the marketer needs to answer the following questions: Given the finished recording, what can be done to package it so that it appeals to the audience most likely to buy it?✓✓ The product packaging, the CD cover art, for example can be designed to emphasise the qualities that the target market will find attractive.✓✓ It can also be used to explicitly draw attention to the key selling points.✓✓ The main design and selling points can be reused on ancillary material such as posters, retail display items, websites, and souvenir merchandise.✓✓ They can also be reinforced in advertising. Visual appeal is not the only factor in packaging. Other considerations are cost of production, speed of production, size and shape requirements for retail display, and legal requirements.✓✓ (10)

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8.3 Pricing the product

The price of a product has an important bearing on its sales.✓✓ A product may be priced so high that it is beyond the reach of the targeted customers.✓✓ On the other hand, if it is priced too low, the seller may not earn a profit.✓✓ And if its prices are different from those of similar competitive products, the sales effect could be very significant: increased sales with lower than the competition price; fewer sales with higher than competitor prices.✓✓ To cover all these bases, the seller has to balance three factors when setting a price: the cost of production, the value of product set by customer, and the price of competitive products.✓✓ In music, this is made easier by the fact that pricing is relatively standardised: the top price for new local CD is about R100.00 or R109.99.✓✓ The industry, collectively, has found this to be a desirable price for covering costs and earning a profit; at the same time, it is a price that customers have been willing to pay (although options available on the internet have made standard CD pricing seem less attractive).✓✓ Thus, for the music marketer, the focus in pricing will often be on (1) keeping costs down to ensure maximum profit on the generally accepted price, and (2) offering discounts on that price as sales incentives.✓✓ In world of music, promotion takes many forms, including live performing, radio play, television, internet activity, free media coverage (publicity), and paid advertising.✓✓ (18)

8.4 Distribution

Between the product and the customer lies the question of how to connect the two. The answer to that question is distribution. It wouldn't do much good to know the audience if the marketer didn't then place the product in retail outlets stores that catered to that audience.✓✓ It's an obvious point, but worth stating nonetheless: sell the product in places people go to buy such products. In the music field, identifying those places is not difficult. Most people buy records at large record stores, whether on the street or on the internet.✓✓ The process of getting records into those stores, however, is not quite as straight forward. Normally, the seller of the record must first secure the services of a distributor, a middleman or third party, whose job it is to serve as a one stop shop for distribution to numerous retail outlets.✓✓ For a price, the distributor takes your CDs and sells them to its retail accounts.✓✓ The chain of entities involved in moving the product from the seller to the customer is called the distribution channel.✓✓ Each part of chain - the seller, the distributor, and the retailer - functions as a member of the team, approaches to setting up distribution channels, and choosing the right one and the right channel members is a crucial part of marketing.✓✓ If you are a one person operation, or close to it, your approach to distribution may be to bypass the usual multi-member channels. You'll be setting up order system through the internet using e-mail, a phone number, and/or an online order form. You'll be organising consignment. You may be creating a brochure with an ordering coupon, which you will mail to names on a targeted mailing list.✓✓ (14)

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8.5 Music promotion

An essential part of any marketing plan is a promotional strategy. Promotion boils down to informing the world about the product, persuading potential buyers of its value, and continually reinforcing public awareness of an artist and product.✓✓ Without promotion, you could have all other components - product, distribution, and audience - in place or identified, and the enterprise would still go unnoticed by the public.✓✓ (4)

[68]

TOTAL SECTION B: 140
GRAND TOTAL: 300

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