higher education & training

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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. Start each section on a new page.
5. Use only a blue or black pen.
6. 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 Live performances are the most significant … for selling music.

A platforms
B formats
C recording
D gadgets

1.2 Artists make more money on live performances than ... sales.

A MPs
B iTunes
C record
D piano

1.3 Audio coding format can be … or uncompressed, to reduce the file size.

A saved
B streamed
C compressed
D formatted

1.4 The … is an example of devices on which one can play music downloaded from the internet.

A I-port
B violin
C television
D piano

1.5 The introduction phase introduces the new … to the market.

A artist
B performance
C style
D genre

1.6 … want to purchase a product which will sell fast.

A Fans
B Customers
C Agencies
D Retailers

1.7 Retailers … more records of an artist who is in the maturity phase.

A copy
B load
C purchase
D package

1.8 A recording … is a specialised facility for music recording by artists.

A engineer
B studio
C synthesizer
D producer

1.9 In selective distribution the marketer may choose to target a … region.

A geographic
B eastern
C populated
D remote

1.10 A/An … distribution strategy is best where there are no competitors.

A exclusive
B inclusive
C selective
D intensive

1.11 The first step in effective marketing is to … a marketing plan.

A dispatch
B display
C duplicate
D create

1.12 Knowing the … you are marketing your music to, is key to success.

A group
B audience
C artist
D managers

1.13 Effective music marketing needs a … understanding of your audience.

A unique
B different
C new
D comprehensive

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1.14 An artist needs to understand their market in order to fit in and know the unique … they can offer to their fans.

A value
B promotions
C records
D specials

1.15 The nucleus of any marketing effort is a …; in this case, it's an album.

A performance
B product
C goal
D record

1.16 Product development involves all activities devoted to making sure the product is …

A published.
B advertised.
C completed.
D marketable.

1.17 The company has to identify a market for the already recorded music and to develop a … for reaching the market.

A route
B program
C recording
D schedule

1.18 The marketer should be able to … the audience precisely in words or on paper.

A define
B compose
C prescribe
D change

1.19 The music's selling points can be emphasised in a …

A CD.
B promotion.
C studio.
D packaging.

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1.20 The definition of an audience by the marketer makes it possible to create sales … tailored to the audience's interests and characteristics.

A points
B promotions
C stations
D accounts

1.21 Part of … a product value involve setting it apart from the competition.

A separating
B marketing
C establishing
D selling

1.22 The product packaging for the CD cover art, can be … to emphasise the qualities that the target market will find attractive.

A copied
B designed
C planned
D included

1.23 Visual appeal, … of production, speed of production, size and shape of packaging are the requirements for retail display and legal requirements.

A cost
B type
C quality
D style

1.24 A product may be priced so high that it is beyond the reach of the … customers.

A usual
B targeted
C special
D new

1.25 … is one of the online platforms where people can download their music.

A Musica
B Gallo
C Studio
D Spotify

(25 × 2) **[50]**

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QUESTION 2

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

2.1 The decoder function reverses the encoding for play back or editing.

2.2 Downloaded music cannot be played on MP3 gadgets.

2.3 Multi-album sets sell better with popular artists.

2.4 It is the duty of an artist to market the company he/she records with.

2.5 New artists struggle to get bookings during the introductory phase.

2.6 Retailers are reluctant to purchase CDs for an upcoming artist.

2.7 Consumers stop buying the records of an artist on a decline phase because of new releases is in the market.

2.8 The purpose for exclusive distribution strategy is to minimise profit margins.

2.9 Twitter and Facebook can be used to market music products.

2.10 Genre is the style of art, music or literature.

2.11 Audio coding format cannot be used during bit streaming, which is usually embedded in a container.

2.12 Music in a digital format can be easily accessible even in remote areas.

2.13 Revenue made at the performance venue goes to the salary of the personal manager.

2.14 Consumers can stream music from an internet site, download it to a personal computer and copy it to a portable playback devise.

2.15 Digital marketing reaches the consumers with internet connection.

2.16 Consumers cannot listen to music directly from the YouTube website.

2.17 Artist can create a website to advertise their product.

2.18 A well-managed marketing programme increases demand, leading to more radio and television play and a wider distribution of records.

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2.19 The outdated product sells faster because consumers know it.

2.20 Management of the marketing programme means monitoring the incoming flow of money from various revenue streams.

2.21 In large companies, it is the financial division that administrates accounts receivable and accounts payable.

2.22 Intermediaries are not responsible for advertising at local level.

2.23 Local advertisement is designed to bring consumers to the store.

2.24 The advert must demand participation from the audience by drawing people into some action.

2.25 Adverts are not allowed to contain emotional messages.

(25 × 2) **[50]**

QUESTION 3

Choose a description from COLUMN B that matches a/an word/item in COLUMN A. Write only the letter (A–O) next to the question number (3.1–2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	Audio format	A	of music is done in concerts or clubs by artists
3.2	Audio-visual format	B	can market to countries where heavy users of their product are found
3.3	New artist	C	Reliable and Musica are an example of major music retail chain stores which distribute music
3.4	Retailers	D	targets people who enjoy an artist's recording and will enjoy seeing the artist in action
3.5	The product	E	retailers will pack the unsold records and return them to distributing company for refund
3.6	Look and Listen	F	the new artist kicks in when the entire potential target market has been reached
3.7	The consumer product marketer	G	life cycle enters its growth stage
3.8	Exclusive distribution strategy	H	is a five-disc compilation of previous released recordings
3.9	The marketing plan	I	is coding the bit layout of the data audio, excluding metadata
3.10	Live performance	J	are reluctant to purchase your record, let alone give you shelve space in their stores
3.11	Digital format	K	should help the marketer to understand what's happening in the local community as well as within the genre globally
3.12	A multi-album set	L	involves all activities devoted to making sure the product is marketable
3.13	During maturity phase	M	is appropriate as you introduce an innovative new product, whether good or service
3.14	During decline phase	N	is a music selling format which is gaining more popularity
3.15	Product development	O	sometimes perform for free during introduction phase in exchange for free publicity

(15 × 2) **[30]**

QUESTION 4

Complete the following sentences by using the words provided in the list below. Write only the word(s) next to the question number (4.1–4.15) in the ANSWER BOOK.

stream; singles; tunes; coding; genre; channel; consumers; Spotify; distribute, promoters; retailers; educate; cassettes; recording; downloads

4.1 During introduction phase, the challenge is to … consumers about the benefits of the new product and make them see its value.

4.2 Consumers are now moving to waving files and prefers buying music via ... .

4.3 Growth rates shoot upwards as many … begin to purchase your records and attend your shows in numbers.

4.4 Some artists still issue … to meet the needs of people who listen on their old cassette players.

4.5 The price of a multi-album is higher than that of ... .

4.6 … is a tool through which artists musicians can distribute their product.

4.7 The data stored in audio file can be raw bitstream in an audio … format.

4.8 … are more interested on working with new products which shows potential.

4.9 During decline phase … begin to put your records in clearance sales baskets.

4.10 A … is an artistic, literature or musical style of a particular era.

4.11 Pandora is one of the websites where you can … music for free.

4.12 Digital music marketing is a leading provider of high quality internet marketing services for the independent … community.

4.13 Wix Music has all the tools an artist needs to promote, sell and … music online.

4.14 To market your music, distribute your … to top online stores and streaming services like iTunes, Spotify, Google Play, Radio and many others.

4.15 YouTube … helps new artists to get you started advertising them online.

(15 × 2) **[30]**

TOTAL SECTION A: 160

SECTION B

QUESTION 5

Define the following concepts:

5.1 Multi-album sets (8)

5.2 Exclusive distribution strategy (8)

5.3 Rational appeal advertisement (2)

5.4 Merchandise (2)

5.5 Advertisement (2)

5.6 Emotional appeal in advertisement (2)
[24]

QUESTION 6

6.1 Name TEN websites where one can listen to music for free. (20)

6.2 For an artist to be successful social media promotion should be done properly.

Give FIVE steps to successfully promote your music using social media. (10)

6.3 What are the FOUR functions of signs? (8)
[38]

QUESTION 7

7.1 Give THREE examples of an emotional appeal advertisement. (6)

7.2 What are the FIVE types of advertising tools that an artist can use to advertise their product? (10)
[16]

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QUESTION 8

The success of every musician depends on how he/she is being marketed.

Discuss, in detail, the components of a music marketing programme under the following headings:

8.1	Determining the product's selling points	(16)
8.2	Packaging the product	(10)
8.3	Pricing the product	(18)
8.4	Distribution	(14)
8.5	Music promotion	(4)
		[62]

TOTAL SECTION B: 140
GRAND TOTAL: 300

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