higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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NATIONAL CERTIFICATE

MUSIC BUSINESS AND STYLES N4

(3030504)

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09:00–12:00

This question paper consists of 7 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. This paper consist of THREE sections.
4. Number the answers according to the numbering system used in this question paper.
5. Use the mark allocations as guide for the length of your answers.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1–1.15) in the ANSWER BOOK.

1.1 A producer is a member of the artist's creative team.

1.2 An attorney is a member of the artist's professional team.

1.3 The producer's responsibility is to compose the music.

1.4 The artist should be signed to the record company first before hiring the personal manager.

1.5 The producer helps the artist with major business decisions.

1.6 The attorney helps the artist with the creative process.

1.7 Some monies are customarily deducted before computing the manager's commission.

1.8 An album cycle is a period of 12 months.

1.9 Personal managers do earn commissions after the end of the management term.

1.10 Opening act fees are deducted before computing the manager's commission.

1.11 The artist pays the key man's commission.

1.12 Record companies should appoint personal managers for artists.

1.13 Attorneys are also paid a commission.

1.14 The personal manager must promote the artist's records.

1.15 The personal manager is paid a commission every time the artist gets an income.

(15 × 2) **[30]**

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QUESTION 2

Choose a description from COLUMN B that matches a word in COLUMN A. Write only the letter (A–O) next to the question number (2.1–2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Attorney	A	physical copies of recorded music given to radio stations for promotional purposes
2.2	Agent	B	responsible for handling the artist's money
2.3	Recording contract	C	a composition partly or wholly owned by the artist
2.4	360 Rights	D	a specific amount of money paid for services rendered
2.5	Independent promotion	E	bargaining power
2.6	Conflict of interest	F	a record deal that can be automatically renewed to recoup all previous expenses and costs
2.7	Business manager	G	limitations on what the agency can do
2.8	True independent record company	H	records are promoted by independent promoters
2.9	Agency scope	I	responsible for looking over contracts and help with the structuring of deals
2.10	Sequential deal	J	demo deal
2.11	Flat fee	K	a legally binding agreement between the artist and the record company
2.12	Promotion copies	L	a company that is financed by its owners and is not affiliated with a major company
2.13	Clout	M	when an attorney represents two parties against each other
2.14	Farm team	N	the record company may have the right to share in proceeds of different deals other than the recording deal
2.15	Controlled composition	O	responsible for booking live personal appearances

(15 × 2) **[30]**

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QUESTION 3

Complete the following sentences by using a word in the list below. Write only the word next to the question number (3.1–3.10) in the ANSWER BOOK.

free; international; producer; superstars; products; consumer; record; songs; songwriter; studio

3.1 A greatest hits album is a compilation of … from the artist's prior albums.

3.2 The controlled composition clause limits the amount the artist gets paid as a …

3.3 A live album is recorded during a live concert rather than in a …

3.4 Recoupable recording costs include everything you can think of, which is often a page-long list in your … deal.

3.5 … goods do not bear royalties.

3.6 A record is any kind of delivery of music for … use, whether sound alone or with visuals.

3.7 The … division of the record company coordinates the release of records around the world.

3.8 Major record company's … are distributed by a major distributor.

3.9 A … is responsible for bringing the creative product into a tangible form.

3.10 Sideman performances are when … play and sing on the background of everybody else's records.

(10 × 2) **[20]**

QUESTION 4

Choose the correct word from those given in brackets. Write only the word next to the question number (4.1–4.10) in the ANSWER BOOK.

4.1 Promotional people get (songs/records) played on the radio and they have relationships with station programmers to help ensure this.

4.2 The (artist/record company) is paid a royalty every time a recording is played on the radio.

4.3 The personal manager is a buffer between the artist and the (record company/outside world).

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4.4 When you write songs with somebody else, the (record company/personal manager) should not get paid on the other person's share of the song's earnings.

4.5 The business manager is the person on your team who handles all your (money/businesses).

4.6 A lawyer has a conflict of interest when his or her (employees/clients) get into a situation where there are adverse sides.

4.7 (Agents/Tour managers) in the music industry are involved almost exclusively in booking live personal appearances.

4.8 A (midlevel/superstar) artist is chased by a lot of record companies.

4.9 All (recording contracts/management contracts) say you cannot record any song you recorded during the term of a deal for a certain period of time after the term.

4.10 (Physical/Digital) records are distributed by four major methods.

(10 × 2) **[20]**

TOTAL SECTION A: 100

SECTION B

QUESTION 5

5.1 What is the difference between a physical record and a digital record?

5.2 What is the difference between a song and a record?

5.3 What is the difference between a composer and a producer?

5.4 What is the difference between a true independent record company and a major-affiliated independent company?

5.5 What is the difference between downloading and streaming?

5.6 What is the difference between webcasting and podcasting?

5.7 What is the difference between mechanical royalties and performance royalties?

5.8 What is the difference between an agent and a personal manager?

5.9 What is the difference between a record promoter and a music promoter?

5.10 What is the difference between an advance and a fund?

(10 × 4) **[40]**

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QUESTION 6

6.1 List FIVE responsibilities of the personal manager.

6.2 Mention FIVE divisions of a major record company.

6.3 Identify FIVE ways of distributing digital music electronically.

6.4 List FIVE major points to discuss when structuring a management deal.

6.5 Mention FIVE major points to discuss when structuring a recording deal.

6.6 Identify FIVE people belonging to the artist's creative team.

(6 × 10) **[60]**

TOTAL SECTION B: 100

SECTION C

QUESTION 7

Explain the following concepts:

7.1 Sunset clauses

7.2 Personal manager's commission

7.3 Power of attorney

7.4 Artist's level of bargaining power

7.5 Agent

7.6 Delivery requirements

7.7 Producer's royalties

7.8 Sideman performances

7.9 Cross-collateralisation

7.10 Business manager

(10 × 10) **[100]**

TOTAL SECTION C: 100
GRAND TOTAL: 300

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