higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1210**(E)**(M24)H

NATIONAL CERTIFICATE

MUSIC BUSINESS AND STYLES N4

(3030504)

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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. Number the answers according to the numbering system used in this question paper.
4. Use the mark allocations as a guide for the length of your answers.
5. 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 The role of a music business manager is to represent recording artists and musicians with their advertising, marketing, business and finances.

1.2 Personal managers earn a commission of 75%.

1.3 Personal managers do not earn a commission from record sales.

1.4 The personal manager's commission is deducted from the artist's gross income.

1.5 Personal managers get a commission from recording costs.

1.6 The personal manager's term can be based on album cycles.

1.7 Personal managers are entitled to a commission after the management term has ended.

1.8 Personal managers get a full commission on records released after the management term.

1.9 Personal managers get half of their commission on songs released after the term.

1.10 The artist should pay a commission to the key man.

1.11 Personal managers should have restricted power of attorney.

1.12 Personal managers should promote the artist's records.

1.13 Record companies are expected to hire personal managers for the artists.

1.14 Personal managers can receive half of their commission from money-losing tours.

1.15 Expenses of sound and lights should be deducted first before computing the personal manager's commission.

(15 × 2) **[30]**

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QUESTION 2

Choose a description from COLUMN B that matches a term 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	money paid by a record company to offset losses from touring
2.2	Retainer	B	personal manager allocated to the artist by the corporation
2.3	Fees	C	right to act on the artist's behalf
2.4	Album cycle	D	this professional does much more than just looking over contracts and advising clients about the law
2.5	Double commission	E	payment option for a business manager
2.6	Agent	F	a set monthly fee
2.7	Tour support	G	this professional is not involved in the artist's recording and songwriting
2.8	Sunset clause	H	situation that lawyers are ethically required to disclose
2.9	Personal manager	I	payment to both the key man and the corporation
2.10	Commission	J	professional who handles the artist's money
2.11	Key man	K	professional who manages the artist's career
2.12	Management term	L	period of time from the commencement of recording an album until the end of the touring and promotional activities surrounding it
2.13	Business manager	M	contractual provision regarding the commission of the personal manager after the management term
2.14	Power of attorney	N	period of time in which the personal manager manages the artist's business
2.15	Conflict of interest	O	percentage of the total earnings

(15 × 2) **[30]**

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QUESTION 3

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

major; percentage; adverse; commission; artists; lawyer; term; circumstance; clients; agents

3.1 Sometimes a manager may agree to take no … if a tour loses money.

3.2 Managers typically get from 15% to 20% of earnings from new …, with the majority getting 15%.

3.3 The manager gets paid only on records recorded and released during the management …

3.4 How a business manager is paid, varies, depending on the … .

3.5 Attorneys in the music business do much more than just look over contracts and advise … about the law.

3.6 Value billing means that, when the deal is finished, the … asks for a fee based on the size of the deal and his contribution to it.

3.7 Personal managers help the artist with … business decisions such as deciding whether to do a recording deal or not.

3.8 Certain monies are customarily deducted before computing the manager's …, even when a manager is paid from the gross earnings.

3.9 A lawyer has a conflict of interest when his/her clients get into a situation where their interests are …

3.10 Music … are sometimes involved in commercials, tour sponsorship, television specials and other areas, but they do not participate in records, songwriting and merchandising.

(10 × 2) **[20]**

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QUESTION 4

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

4.1 Among the many individuals and organisations that operate in the industry, the (artists/songwriters) and composers are the people that create new songs and musical pieces.

4.2 The work of the (artist/product manager) in the music industry is to help create and implement marketing campaigns to maximise the sales of music from a particular record label, artist, online music service, radio station or another music product.

4.3 A true independent is not owned by a major label, but is rather financed by (the artists/its owner).

4.4 The original recording made in the studio is called a (master/record).

4.5 The amount of unrecouped monies is called a (deficit/loss).

4.6 It is common to escalate (fees/royalties) based on sales.

4.7 A formula is a mechanism designed to automatically increase or decrease the artist's (deal/money) according to his/her success or failure.

4.8 There should be no double commissions if an (artist/producer) is managed by a corporation.

4.9 The (A&R/production) division are people who listen and look out for new talent and who take care of them.

4.10 A Greatest Hits album is a compilation of songs from the artist's prior (performances/albums).

(10 × 2) **[20]**

TOTAL SECTION A: 100

SECTION B

QUESTION 5

5.1	Name FIVE points that must be negotiated pertaining to the manager's deal.	(5 × 2)	(10)
5.2	Name FIVE costs that must be deducted before computing the manager's deal.	(5 × 2)	(10)
5.3	State FIVE tasks of the business manager.	(5 × 2)	(10)
5.4	Name FIVE points that must be negotiated pertaining to the agent's deal.	(5 × 2)	(10)
5.5	Name FIVE clauses that should be included in a recording contract.	(5 × 2)	(10)
5.6	State FIVE contractual differences between a major record company and an independent record company.	(5 × 2)	(10)
5.7	State FIVE contractual delivery requirements of records.	(5 × 2)	(10)
5.8	Name FIVE electronic methods of transmitting records.	(5 × 2)	(10)
5.9	Name FIVE conditions for doing sideman performances.	(5 × 2)	(10)
5.10	Name FOUR methods of distributing physical records.	(4 × 2)	(8)
5.11	Define a *record*.		(2)
			[100]

TOTAL SECTION B: 100

SECTION C

QUESTION 6

6.1	Discuss a sunset clause.	(15 × 2)	(30)
6.2	Discuss the role of the personal manager and his/her commission.	(15 × 2)	(30)
6.3	Explain the differences between a *major record company, a major distribution company* and a *true independent company*.	(10 × 2)	(20)
6.4	Discuss a master.	(10 × 2)	(20)
			[100]

TOTAL SECTION C: 100
GRAND TOTAL: 300

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