higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MUSIC BUSINESS AND STYLES N4

(3030504)

19 October 2020 (X-paper)
09:00–12:00

This question paper consists of 8 pages.

268Q1B2019

Copyright reserved

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

Copyright reserved

SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.25) in the ANSWER BOOK.

1.1 A record is a compact disc?

1.2 Artists are paid mechanical royalties?

1.3 Personal managers promote records? 

1.4 Recording deals are not exclusive?

1.5 Artists own mechanical rights to songs?

1.6 Advance payments are not recoupable?

1.7 There is no difference between a record and music?

1.8 Record companies own the rights to the music?

1.9 Producer's royalties are paid by the record company?

1.10 The artist owns the rights to the records? 

1.11 Personal managers are paid performance royalties?

1.12 Personal managers represent the record company?

1.13 Personal managers help with the creative process?

1.14 The personal manager's commission is paid by the artist?

1.15 The business manager handles the artist's money?

1.16 Business managers are paid their fees on all money received?

1.17 A retainer is an attorney's set monthly fee?

1.18 Attorneys are paid by the record company? 

1.19 Attorneys represent both the artist and the record company?

1.20 Agents coordinate artists' bookings?

1.21 Agents are paid a commission?

1.22 Agents participate in the recording of songs?

1.23 Business managers are also paid royalties?

1.24 Agents receive their instructions from record companies?

1.25 Artists can record for more than one record company?

(25 × 2) **[50]**

Copyright reserved

QUESTION 2

Choose a description from COLUMN B that matches a word in COLUMN A. Write only the letter (A–Y) next to the question number (2.1–2.25) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Personal manager	A	approximate suggested retail list price
2.2	Business manager	B	attorney's payment based on the output
2.3	Attorney	C	artist and repertoire division
2.4	Agent	D	recovery of costs and advances
2.5	Commission	E	artist is charged twice from the same income
2.6	Flat fee	F	helps the artist with legal matters
2.7	Value billing	G	not-for-sale records given to the media
2.8	Exclusions	H	buffer between the artist and the world
2.9	Album cycle	I	once-off payment for all services offered
2.10	Key man	J	royalties withheld by the record company
2.11	Double commissions	K	representing two parties opposing each other
2.12	Power of attorney	L	upfront payment of royalties
2.13	Clout	M	coordinates artist's bookings
2.14	Conflict of interest	N	permission to represent an absent person
2.15	A&R	O	handles the artist's money
2.16	New Media	P	manager acting on behalf of the company
2.17	Promotion	Q	person's level of power and influence
2.18	Master	R	right to return unsold copies
2.19	Free goods	S	payment for personal managers and agents
2.20	Promotion goods	T	division coordinating digital sales
2.21	Return privilege	U	deducted costs before computing commissions
2.22	Reserves	V	act of advertising records and the artist
2.23	SRLP	W	length of the management deal
2.24	Advance	X	final record from which other copies are made
2.25	Recoupment	Y	records given to retailers sold at a discount

(25 × 2) **[50]**

TOTAL SECTION A: 100

Copyright reserved

SECTION B

QUESTION 3

Complete the following sentence or sentences/paragraph or paragraphs by choosing a word or words from the list below. Write only the answer next to the question number (3.1–3.25) in the ANSWER BOOK.

Industry; Technically; Digital; Independent; Interactive; Licensees; Recoupment; Song; Songwriter; Original; Coupling; Compilation; Collection; Percentage; Producer; Podcast; 360; Formula; Covers; Agreements; Tangible; Companies; Album; Distributors; Locker

3.1 Cross-collateralisation can also apply to different … .

3.2 A fund is money that … both the recording costs and an advance.

3.3 A … determines your deal based on your success.

3.4 In a 360 deal, … get a piece of the artist's earnings.

3.5 The record company's … share is called passive interest.

3.6 All-in royalties refer to payment of the … from artists' royalties.

3.7 The artist royalty is a … of the suggested retail list price.

3.8 The … recording made in the studio is called a master.

3.9 A true … record company is financed by its owners/investors.

3.10 A new artist has not sold more than 100 000 per … release.

3.11 A … satisfactory album is well made.

3.12 The artist is paid as a … on controlled compositions.

3.13 A greatest hits album is a … of songs from prior albums.

3.14 A producer brings the creative product into a … form.

3.15 Producers are paid retroactive to record one after … .

3.16 … records are mostly sold via download and streaming services.

3.17 One-stops buy from major … and sell to mom-and-pop stores.

3.18 … manufacture and distribute records.

3.19 Digital sales are what the … calls one-way

Copyright reserved

3.20 A … is a place where you can store music on someone else's sever.

3.21 A … is a streamed recorded radio interview.

3.22 … is recording and putting two different artists in a single album

3.23 A joint recording is where artists work together on the same … .

3.24 A box set is a … of more than two CDs sold in a single package.

3.25 Streaming-on-demand is an … digital music service.

(25 × 2) **[50]**

QUESTION 4

Choose the correct term from those in brackets. Write only the answer next to the question number (4.1–4.25) in the ANSWER BOOK.

4.1 A loan-out is a company than loans artists' (recording/acting) services.

4.2 All (record/performance) deals are exclusive.

4.3 Re-recording restrictions prevent artists from re-recording (songs/records) for a certain period of time.

4.4 Sideman performances are when superstars play and sing on the background of other artists' (records/performances).

4.5 Promotional videos are paid for by the (record company/artist).

4.6 Promotion people get (records/music) played on the radio.

4.7 An upstream deal moves the (records/music) from the independent distributor to its major distributor.

4.8 Pressing and distribution deals are entered into by independent companies and (major record companies/publishing companies).

4.9 In a joint venture, (major record companies/production companies) do not get royalties.

4.10 A multi-artist deal enables the production company to deliver a number of (artists/albums) to the major record company.

4.11 A live album is (recorded)/(performed) during a live concert.

4.12 Mixers take multi-tracks and blend them to produce sublime (music)/(records).

4.13 Greatest hits albums do contain new (songs)/(records).

Copyright reserved

4.14 Rack jobbers lease floor space from (department)/(record) stores.

4.15 A bundled service is a combination of (products)/(records) for a single price.

4.16 (Untethered/Tethered) downloads cannot be copied to another device.

4.17 (Box Sets/Multiple albums) are two-CD packages.

4.18 (Salespeople/Marketing) get your records into retail stores.

4.19 Superstars sell (more/less) than 750 000 copies per album release.

4.20 Typical (commission/royalty) escalations are between 0.5% to 1%.

4.21 The (personal manager/agent) claims no commission from the co-writer's share.

4.22 Sunset clauses makes provisions for the manager's commission after the (management/record) term has ended.

4.23 The key man is assigned by the (record/management) company.

4.24 The role of the personal manager is to manage the artist's (career/money).

4.25 An advance is an upfront payment of (royalties/fees).

(25 × 2) **[50]**

TOTAL SECTION B: 100

SECTION C

QUESTION 5

Explain the following concepts:

5.1 Cross-collateralisation? (10)

5.2 Sideman performances? (10)

5.3 Sunset Clauses? (10)

5.4 Delivery requirements? (10)

5.5 Merchandising rights? (10)

[50]

Copyright reserved

QUESTION 6

Discuss the following deals:

6.1 360 deal?  (10)

6.2 Management deal? (20)

6.3 Recording deal? (20)
[50]

TOTAL SECTION C: 100
GRAND TOTAL: 300

Copyright reserved