higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

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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 AND BUSINESS STYLES N4
TIME: 3 HOURS
MARKS: 300

INSTRUCTIONS AND INFORMATION

1. This question paper consists of TWO sections.
2. Answer ALL the questions.
3. Read ALL the questions carefully.
4. Number the answers according to the numbering system used in this question paper.
5. Use the mark allocation as a 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 Clout means to discuss the range of real numbers, to know how strong your bargaining power is.

1.2 A new artist is someone who never had a record deal before, or someone who has a signed record deal, but never sold more than 100 000 albums per release.

1.3 If an artist does not sell enough records, advances are returnable.

1.4 A record includes both audio-only and audio-visual devices, such as video cassettes and DVDs.

1.5 Master recordings are now done mostly on computer hard drives. Tapes have become a thing of the past.

1.6 Mixing means getting the right level for each track, so that the drums are the right volume during each particular part of the song, the voice is raised a bit on the chorus, et cetera.

1.7 The word 'master' also means a recording of various songs in one recording.

1.8 An artist's royalty is a percentage of the wholesale price.

1.9 The personal manager's royalties are calculated on the artist's gross income.

1.10 Royalties are paid for each record sold.

1.11 Records given away on promotion, such as radio station copies, are free goods and do not bear royalties.

1.12 In an all-in deal, the artist is responsible for paying the producer's royalties.

1.13 An advance is an upfront payment of royalties.

1.14 A sideman performance is the same as a joint recording.

1.15 In an all-in deal, the artist is responsible for the producer's royalties, regardless of who actually contracts with him or her.

(15 × 2) **[30]**

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QUESTION 2

Choose a description from COLUMN B that matches an item 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	Recoupment	A	the process of raising public awareness of an artist or product
2.2	Publishers	B	the process of the artist earning money through sales to pay off a record label's cash advance
2.3	Promotion	C	the money given to a copyright holder in exchange for permission to use his/her music
2.4	Royalty	D	the legally enforceable agreement between two or more people or organisations
2.5	Talent agent	E	the process taken by musicians to claim rights to their original material; this helps to stop people from stealing other artists' songs, lyrics or music
2.6	Contract	F	a basic recording that highlights the talent and musical style/direction of an artist
2.7	Print licence	G	this is a promotional tactic employed by equipment manufacturers in which they provide gear at discounted prices to high-profile and successful artists in exchange for exposure generated by the artist's use of the product
2.8	Personal manager	H	this is the person responsible for developing the artist's profile and career
2.9	Performance royalty	I	this is the process of aiming to increase an artist's popularity, profile and product sales by generating interest in the artist's music
2.10	Mastering	J	the final process of preparing a mixed recording for commercial distribution
2.11	Marketing	K	paid when the copyrighted song is performed live in public, such as through broadcasting on radio, television and in public places
2.12	Manager	L	a representative who assists a musician in the development and management of his/her craft and entertainment career
2.13	Endorsement	M	a licence that grants authorisation to a music publisher or songwriter to reproduce and distribute a song in printed form
2.14	Demo	N	music publishers used to mainly deal with the copyrights associated to printing and distributing sheet music
2.15	Copyright	O	a representative who arranges for public performances and other creative-related opportunities for a musician

(15 × 2) **[30]**

QUESTION 3

3.1 Explain what a *producer is*.

3.2 Explain the *advance* of a producer.

3.3 Explain who hires the producer.

3.4 Explain who pays the producer.

(4 × 10) **[40]**

TOTAL SECTION A: 100

SECTION B

QUESTION 4

Choose a term from the following list that matches each description below. Write only the term next to the question number (4.1–4.15) in the ANSWER BOOK.

wholesale distribution entities; one-stops; personal manager; licensee; foreign royalties; master licences; greatest hits album; control composition, guaranteed release clause; live albums; advances; record; major territories; joint recordings; coupling and compilations

4.1 This person is the single most important person in a professional life. They can expand your career to its maximum potential.

4.2 This includes both audio-only and audio-visual devices, such as videocassettes and DVDs.

4.3 It is almost always defined as a prepayment of royalties.

4.4 Recorded during a live concert.

4.5 This basically turns you into a notice factory. If, within a certain period after delivery, the company has not put out your album, you have earned the right to give it a written notice.

4.6 These are recoupable from the producer's royalties, regardless of how the producer's royalties are calculated.

4.7 Record wholesalers are by far the major means of distributing records.

4.8 This buys from major distributors and then sells to 'Mom and Pop' record stores, who buy quantities too small for the majors to bother with.

4.9 Someone who signs a 'licence agreement' with a record company.

4.10 Royalty reduction for sales outside a country.

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4.11 These are a number of markets which sell particularly well.

4.12 These are licensed by a record company for motion pictures, television shows and commercials.

4.13 The practice of putting an artist's performances together with other artists and an album with different artists.

4.14 It is a compilation of songs by a particular artist or band, most often, the track list contains previously released recordings with a high degree of notability.

4.15 Where more than one royalty artist perform together on the same song, such as a duet.

(15 × 2) **[30]**

QUESTION 5

Define the following terminology:

5.1 Business philosophy

5.2 Personal manager (role)

5.3 Agency (role)

5.4 Commission overview

5.5 Sunset clause

(5 × 10) **[50]**

QUESTION 6

Discuss the following:

6.1 Role of attorneys

6.2 Conflict of interest

6.3 Role of agents

6.4 Role of a business manager

6.5 Major record companies

6.6 Product management

6.7 Legal and business affairs

6.8 Master

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6.9 Royalty computation

6.10 Advances and recoupment

(10 × 10) **[100]**

QUESTION 7

Complete the following sentences by only writing the missing word(s) next to the question number (7.1–7.10) in the ANSWER BOOK.

7.1 The manager gets paid only on ... recorded and released during the term.

7.2 Another important aspect of your management deal is called ... clause.

7.3 If, for tax planning or otherwise, you set up a corporation to conduct your entertainment activities, you want to be sure this does not trigger or …

7.4 Another provision to watch out for is one that states that the manager has a …, such as the right to sign your name to contracts, hire and fire your other representatives.

7.5 A lawyer with … can get through to people that other lawyers cannot.

7.6 A lawyer has a … when his/her clients get into a situation where their interests are adverse.

7.7 An important concept tied to recoupment is that of ...

7.8 Most recording companies will agree to something called ... for advances.

7.9 Today, most recording agreements are structured as a ...

7.10 ... are recoupable from the producer's royalties regardless of how the producer's royalties are calculated.

(10 × 2) **[20]**

TOTAL SECTION B: 200
GRAND TOTAL: 300

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