higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1210**(E)**(J22)H

NATIONAL CERTIFICATE

MUSIC BUSINESS AND STYLES N5

(3030605)

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09:00–12:00

This question paper consists of 11 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MUSIC BUSINESS AND STYLES N5
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 allocation as a guide to the length of your answers.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

Various possible options are given as 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 … for artists are organised by promoters.

A performances
B plays
C compositions
D sound

1.2 A(n) … can sell his own merchandise and music at an event (gig) which they organise themselves.

A manager
B artist
C engineer
D composer

1.3 One way of listening to music is to use a(n) ...

A MP3 player.
B empty CD.
C radio story.
D actor.

1.4 Wilful copyright infringement can result in …

A life imprisonment.
B criminal penalties.
C celebrity performance.
D best seller.

1.5 Injunctions means the … enjoins the infringing work.

A court
B organiser
C infringer
D DJ

1.6 The court can give an artist between $250 to $10 000 if the infringer … all the money he/she made.

A spends
B saves
C shares
D hides

1.7 During reversion of copyright an artist gets back the copyrights of his/her …

A records.
B compositions.
C CDs.
D albums.

1.8 The court can order the ... of infringing copies.

A recording
B seizure
C promotion
D distribution

1.9 A derivative work is a … based on another work.

A creation
B movie
C DVD
D record

1.10 An advert should have a(n) … drama that appeals to everything.

A radio
B television
C extrinsic
D intrinsic

1.11 An advert should surprise the audience with an unexpected … image.

A visual
B drawn
C moving
D imaginary

1.12 Unique products are… at any given price.

A valuable
B selling
C marketed
D produced

1.13 The term used when you change your price to fit the product line.

A Price lining
B Price increase
C Competitive pricing
D Lining up

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1.14 An identified place for selling the product is a …

A restaurant.
B wholesale.
C purchase point.
D distribution market.

1.15 Advertising at local level means …

A to advertise to a local community.
B to advertise with an aim of bringing people to a store.
C to advertise at home.
D to advertise to neighbouring towns.

1.16 Signs can communicate … to your business location.

A problems
B direction
C closure
D success

1.17 Radio adverts are the most … way to reach the audience.

A dangerous
B visual
C slow
D effective

1.18 Radio adverts should use … short musical phrases with sounds that differ in length.

A brilliant
B dynamic
C catchy
D choral

1.19 Repeat … name throughout the advert.

A brand
B artist
C merchandise
D CD

1.20 Product development includes differentiating it from ...

A being stolen.
B sales.
C piracy.
D competition.

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1.21 The merchandiser cannot … goods manufactured.

A throw away
B sell
C stockpile
D keep

1.22 The music supervisor … all the music for the picture.

A distributes
B coordinates
C composes
D buys

1.23 Music used in movies should be …

A pre-recorded.
B edited.
C harmonised.
D transposed.

1.24 … sessions should be monitored by the supervisor.

A Rehearsals
B Creativity
C Recording
D Performance

1.25 Top supervisors also get royalties on the … album.

A soundtrack
B photo
C picture
D script

(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 If a song is ripped off commercially by an infringer, the artist gets what the song is worth.

2.2 No one can lay a criminal charge on the infringer.

2.3 When the infringer's profit cannot be found, the court cannot compensate you.

2.4 You can recover lawyer's fees to a limited extent.

2.5 Music which is commercially used should be reverted back to the writer.

2.6 The timeframe for reversion of copyright is from 20 years to 30 years.

2.7 A collection of sheet music from different artists is called mixed folios.

2.8 An artist is always a person who is a songwriter.

2.9 The license does not give time to sell off the remaining merchandise after the end of a term.

2.10 Record sales in South Africa do not allow consumers to pay VAT.

2.11 VAT payment is money that goes to SARS.

2.12 Foreign royalties is about 80%.

2.13 Souvenir items sold at concerts are extremely cheap.

2.14 When an artist fails to meet the minimum requirements and fall short, some companies would demand back all advances paid to him.

2.15 If one member terminates his or her services from a signed group, the record company cannot terminate the rest of the group members.

2.16 The right to distribute gives control over your work.

2.17 Painting is an example of visual arts.

2.18 A derivative work is a newly created work.

2.19 The infringer cannot make profit from the infringed work.

2.20 Reassignment of work means that you get back your songs after the term ends.

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2.21 Sheet music is not printed.

2.22 Printers are not allowed to manufacture more inventories after the term has expired.

2.23 Merchandising royalties are a percentage of the gross sales.

2.24 Tax gets less at each stage.

2.25 An advance is money given to an artist to pamper himself.

(25 × 2) **[50]**

GCS

QUESTION 3

Choose a description from COLUMN B that matches a/an word/item in COLUMN A. Write only the letter (A–T) next to the question number (3.1–3.20) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	Stockpile	A	is prohibited from using the infringing work by the court
3.2	Rappers	B	is reverted back to the artist if it is not recorded and commercially released
3.3	The publisher	C	are done in the range of ¼ or ½ per cent for $ 500 000 to 1 million units
3.4	Rolling payment	D	want back the entire advance if you fall short on your performance minimum
3.5	The merchandiser	E	raises up the retail price for consumers.
3.6	Music supervisor	F	the deal that grants record rights ranges from 11% to 14% of the retail pro rata
3.7	The supervisor	G	sample a lot from other peoples' work
3.8	Music supervisors	H	matches the album
3.9	Escalations	I	with major status will sometimes wear designer clothes
3.10	Royalties of	J	of a sampled musical composition must be engaged with
3.11	Fees paid	K	works with the film producer and film director on the types of music needed for the production
3.12	The infringer	L	printing more copies than the required amount
3.13	In wilful infringement	M	creatively supervise the merging of music and film together
3.14	The song	N	should allow the printer to sell left stock after the term has ended
3.15	The publisher	O	arranges the meeting for the film personnel
3.16	Matching folio	P	is a flat payment amount based on the number of sales
3.17	License	Q	will reassign your work if you are recouped
3.18	VAT	R	there are criminal penalties
3.19	Artists	S	for using a recording in film or TV programmes and are not recoupable
3.20	Companies	T	cannot stockpile goods

(20 × 2) **[40]**

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QUESTION 4

Define the following terms:

4.1 Limited liability company

4.2 Audience

4.3 Stockpiling

4.4 Mixed folios

4.5 Contract

(5 × 2) **[10]**

TOTAL SECTION A: 150

SECTION B

QUESTION 5

5.1 You are a new artist who has been introduced into the market. What are the rights available to you once you have copyrighted your music?

Briefly discuss these rights and give examples where necessary. (40)

5.2 Digital samples play a very important role during recording.

Explain what digital samples are and who owns the rights to samples. Indicate how you can have them included into records. (60)
[100]

TOTAL SECTION B: 100

SECTION C

QUESTION 6

Choose ONE question between 6.1 and 6.2. Make sure your numbering is correct.

6.1 Discuss the differences between a corporation and a partnership make sure you include limited liability companies (LLCs). **[30]**

OR

6.2 The artist and the merchandiser have sell-off rights.

Briefly discuss what these are and how they work. **[30]**

QUESTION 7

Discuss the delivery requirements of a songwriter. **[20]**

TOTAL SECTION C: 50
GRAND TOTAL: 300

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