higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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NATIONAL CERTIFICATE

MUSIC BUSINESS AND STYLES N6

(3030706)

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09:00–12:00

This question paper consists of 10 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MUSIC BUSINESS AND STYLES N6
TIME: 3 HOURS
MARKS: 300

NOTE: If you answer more than the required number of questions only the required number of questions will be marked. ALL work you do not want to be marked must be clearly crossed out.

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions in SECTION A and SECTION B.
2. Answer either QUESTION 7 or QUESTION 8 in SECTION C.
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 to the length of answers.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Various options are given as possible 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 During … you are informing the world about the product.

A composition
B performance
C promotion
D distribution

1.2 If the artist's style is outdated there is a need to adjust musical direction, recast the … and focus.

A production
B tone
C sales
D harmony

1.3 Marketers should also monitor and scrutinise the sales …

A funds.
B account.
C figures.
D sources.

1.4 Record companies find it challenging to create … for the upcoming new artist using advertising and publicity.

A awareness
B visibility
C performance
D audience

1.5 … are reluctant to give space on their shelves for a new artist during the introductory phase.

A Customers
B Managers
C Retailers
D Studios

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1.6 … is an old format of distributing music.

A Online shopping
B CD
C iPod
D Vinyl

1.7 … originates from KwaZulu-Natal.

A Choral music
B Maskandi
C Orchestra music
D Opera music

1.8 Retailers must secure the services of a middleman to serve as a … for distribution to the retail outlets.

A one-stop
B writer
C composer
D DJ

1.9 … is an example of a record bar that sells music.

A A bar
B Online
C Musica
D A merchandiser

1.10 Technology works on tools to arouse … in new fans in the music industry.

A interest
B curiosity
C singing
D acquisition

1.11 Good adverts should stimulate … so that the audience wants to know more.

A interest
B buyers
C curiosity
D information

1.12 When a customer desperately needs the … he/she will pay any given price.

A concert
B product
C advert
D gig

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1.13 In price lining the main idea is to fit … into the range of alternatives.

A composers
B sales
C planning
D products

1.14 An intermediary researches … attitude and desire.

A customer
B singer
C recorder
D marketer

1.15 An intermediary shares the risk of doing …

A goods.
B shareholding.
C business.
D recordings.

1.16 Singers can build … for your business.

A a relationship
B an image
C closure
D success

1.17 It is best to use sounds that are … for a radio advert.

A funny
B noisy
C memorable
D crazy

1.18 Aim to … the mental engagement of listeners with a radio advert.

A catch
B distract
C enhance
D penetrate

1.19 Special record labels continue to issue limited quantities of products on …

A radio.
B books.
C newspapers.
D vinyl.

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1.20 Marketing starts when an artist comes up with a completed … and sells it to a record company.

A master recording
B vinyl
C cassette
D iPod

1.21 In the retentive phase a marketer … quality.

A captures
B shares
C improves
D markets

1.22 When creating an advert set … goals.

A long-term
B honest
C direct
D short-term

1.23 General merchandising retail brings together an assortment of …

A CDs.
B record bars.
C products.
D stores.

1.24 An artist gets statutory damages if he/she cannot prove the actual … caused by the infringer.

A recordings
B sales
C damages
D profits

1.25 The right to … work publicly applies to paintings.

A record
B display
C perform
D score

(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 Artists solely depend on promoters for live performances.

2.2 Most artists make more money from sales than from performances.

2.3 Downloaded music can be copied onto an mp3 player.

2.4 Singles are recordings of an entire album.

2.5 A multi-album set is a two-disc release of new music.

2.6 Artists first build an audience for their music in order to sell videos and DVDs.

2.7 A lot of gigs are organised for new artists.

2.8 It is important to educate consumers about the new product.

2.9 During the growth phase radio and television stations play the music of a new artist.

2.10 During the maturity phase you have nothing in the bank.

2.11 New artists are rarely booked during the maturity phase.

2.12 New artists beg retailers to put their record on the racks during the maturity phase.

2.13 Celebrities are in demand and fans get excited when they are on stage during the maturity phase.

2.14 Promoters are fighting to book you during the decline phase.

2.15 An intensive distribution strategy is good for the mature market.

2.16 Radio airplay does not promote your music.

2.17 The exclusive distribution strategy works best when you do not have competition.

2.18 The design of CD covers should not emphasise qualities that target the market.

2.19 The marketer should know when the product is no longer catchy.

2.20 Technology works on tools to arouse interest and acquire new fans in music.

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2.21 Music in digital format demand special packaging.

2.22 During the growth phase the new artist gains momentum.

2.23 Selective distribution strategy targets the most desirable areas and members of your market.

2.24 The latest format of selling music is through vinyl production.

2.25 Recording companies are not bound to market your album.

(25 × 2) **[50]**

TOTAL SECTION A: 100

SECTION B

QUESTION 3

Choose a description from COLUMN B that matches a term 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	Website	A	should capture the attention of the customer
3.2	Advert	B	one of the latest forms of recording music
3.3	Good adverts	C	targets the most desirable areas and members of the market
3.4	Competitive pricing	D	includes identifying and enhancing the selling points of the product
3.5	Intermediaries	E	should make the product unique
3.6	Radio advert	F	should be covered in the pricing of CDs
3.7	Process of product development	G	still used to meet the needs of some customers
3.8	Marketing can begin	H	were issued in seven-inch vinyl with two songs
3.9	Digital format	I	social media to help an artist acquire new fans
3.10	Multi-album set	J	helps to attract people outside of the target audience
3.11	Emphasis made in product packaging and promotions		
3.12	New album		

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3.13	Cost of production	K	likely to be enjoyed by customers who already know the artist and enjoy his/her music
3.14	Advert	L	price setting controlled by the competitor
3.15	Packaging	M	should put focus on maximising profit and offer discounts as sales incentives
3.16	Music marketers	N	has the power to stop people by surprising them
3.17	Single	O	break down bulk shipment for resale
3.18	Audiovisual format	P	usually highly priced
3.19	Audio cassettes	Q	four phases in its life cycle
3.20	Selective distribution strategy	R	aims to fight tendencies of audiences who listen to radio as background sound
		S	when an enterprising label executive notices a lucrative new market for your music
		T	should have a weird display window in a store

(20 × 2) **[40]**

QUESTION 4

Define each of the following terms:

4.1 Distribution channel

4.2 Purchase point

4.3 A multi-album set

4.4 Selective distribution strategy

4.5 Promotion of product

(5 × 2) **[10]**

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QUESTION 5

When setting a price for a product the marketer needs to consider the sensitivity of customers.

Discuss SIX questions to guide the marketer to estimate customers' price sensitivity. **[40]**

QUESTION 6

Discuss the FOUR phases of the product life cycle in relation to the career of a recording artist. **[60]**

TOTAL SECTION B: 150

SECTION C

QUESTION 7

7.1 The purpose of an advert is to sell a product.

Discuss SEVEN principles that a marketer can use to make an advert a real stopper. (40)

7.2 Discuss the importance of online music marketing. (5 × 2) (10)
[50]

OR

QUESTION 8

Briefly discuss THREE distribution strategies an independent record company may use. **[50]**

TOTAL SECTION C: 50
GRAND TOTAL: 300

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