higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

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NATIONAL CERTIFICATE

MUSIC BUSINESS AND STYLES N6

(3030706)

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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

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. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–O) next to the question number (1.1.1–1.1.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Multi-album set	A	can be reused on ancillary materials, such as posters, websites, et cetera
1.1.2	Target audience	B	focussing on a part of mass audience, wishing to narrow the market
1.1.3	Promotional strategy	C	recordings meant for customers who do not want to buy the whole album
1.1.4	Advertisement	D	must secure the services of a distributor
1.1.5	Marketer	E	involving all activities to ensure that the product is marketable
1.1.6	Record sellers	F	works best in areas without competition
1.1.7	Product	G	should surprise the audience with unexpected visual images
1.1.8	Main design on packaging	H	targets the most desirable members of the market
1.1.9	Music as a product	I	reaching 20% of the potential market
1.1.10	Market segmentation	J	must know the right time to curtail active promotion and begin winding down the enterprise
1.1.11	Product development	K	may be priced so high that it is beyond the reach of targeted customers
1.1.12	Selective distribution strategy	L	may be a five-disc compilation of previously released recordings
1.1.13	Exclusive distribution strategy	M	group of people identified as probable customers
1.1.14	Maturity phase	N	can be a powerful symbol of taste and beliefs of a defined group of people
1.1.15	Singles	O	essential part of any marketing plan

(15 × 2) (30)

1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.2.1–1.2.25) in the ANSWER BOOK.

1.2.1 The industry also includes a range of professionals who assist singers and musicians with their music careers (talent managers, artists, repertoire managers, business managers, entertainment lawyers); those who broadcast audio or video music content (satellite, Internet radio stations, broadcast radio and TV stations); music journalists and music critics; DJs; music educators and teachers, musical instrument manufacturers and many others.

1.2.2 Online purchasing is the newest format for selling music.

1.2.3 Audiophiles believe that the analogue sound of vinyl records is warmer and more expressive.

1.2.4 Buyers can access digital music selling formats from the Internet.

1.2.5 Singles are the release of a new album containing a lot of songs.

1.2.6 A limited quantity of the vinyl product is issued under special record labels.

1.2.7 New artists generally successfully sell DVDs/video cassettes.

1.2.8 New artists are introduced to the market during the growth phase.

1.2.9 When a new artist appears on stage, it is usually as an opening act.

1.2.10 The music industry is a complex system of many different organisations, firms and individuals.

1.2.11 Promoters look for artists to book them during their maturity phase.

1.2.12 The media does not capture moments of successful artists.

1.2.13 Intensive distribution makes a product convenient.

1.2.14 Music recorded on CD cannot be downloaded online by customers.

1.2.15 The music industry consists of companies and individuals who earn money by creating new songs and selling live concerts and shows, audio and video recordings, compositions and sheet music, as well as organisations and associations that aid and represent creators.

1.2.16 A record company is responsible for identifying the market for music already recorded.

1.2.17 No music can be created before marketing is done.

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1.2.18 The viability of any commercial venture depends on customers.

1.2.19 Customers are always only attracted to the melodies in your music.

1.2.20 The packaging of the product should appeal to the targeted audience.

1.2.21 Online music pricing options make standard CD pricing less attractive.

1.2.22 Music promotion cannot be done by live performance.

1.2.23 Marketing programme management involves monitoring the incoming flow of money from various revenue streams.

1.2.24 Look & Listen is an example of an intermediary that plays a role as a distribution channel of records.

1.2.25 Intermediaries are not interested in buying and selling products.

(25 × 2) (50)

1.3 Various options are given as possible answers to the following statements. Choose the answer and write only the letter (A–D) next to the question number (1.3.1–1.3.25) in the ANSWER BOOK.

1.3.1 A … brings together a performing artist and a venue owner and arranges contracts.

A promoter
B artist
C producer
D recording label

1.3.2 Artists now realise that they should not depend on … to book them for live performances.

A tours
B promoters
C directors
D managers

1.3.3 The … oversees all aspects of an artist's career in exchange for a percentage of the artist's income.

A director
B artist manager
C artist coach
D band

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1.3.4 Music can be purchased by … it online.

A surfing
B copying
C downloading
D uploading

1.3.5 A/An … is a portable music playback device.

A radio
B television
C music system
D I-port

1.3.6 A/An … assists the musician with the details of contracts with record companies and other deals.

A song writer
B manager
C producer
D entertainment lawyer

1.3.7 During the … phase gigs are scarce in the career of an artist.

A introductory
B initiation
C growth
D middle

1.3.8 … begin to accept a new artist during the growth phase.

A Recorders
B Promoters
C Consumers
D Performers

1.3.9 Retailers voluntarily … your records during the maturity phase.

A order
B pirate
C shelve
D store

1.3.10 A … represents an artist, deals with promoters, arranges deals and books performances.

A recording label
B booking agency
C artist
D producer

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1.3.11 Remaining records can be returned to the … company during the decline phase.

A distributing
B recording
C promotional
D marketing

1.3.12 In the intensive distribution strategy the … ensures that every retail chain store stocks the artists' record.

A agent
B personal manager
C marketer
D promoter

1.3.13 An exclusive distribution strategy can be started as a competition for those who are interested in new … .

A ventures
B trials
C ideas
D songs

1.3.14 The nucleus of music marketing is the … .

A audience
B recording
C fans
D product

1.3.15 The process of product development includes the … of the product.

A recording
B pricing
C selling
D purchasing

1.3.16 In the commercial world marketing is an … part of the product development process.

A emotional
B extrinsic
C inclusive
D intrinsic

1.3.17 When doing marketing one has to ascertain the workability of the … idea before committing money.

A commercial
B created
C proposed
D production

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1.3.18 Part of establishing the product … involves setting it apart from the competition.

A size
B package
C value
D specification

1.3.19 The … of a product has an important bearing on its sales.

A shape
B price
C texture
D quality

1.3.20 … is the process of moving the product from the manufacturer to the customer.

A Distribution
B Sharing
C Transportation
D Escalation

1.3.21 The chain of … involved in moving the product from the seller to the customer is called the distribution channel.

A entities
B marketing
C computers
D candidates

1.3.22 A good … program can promote new record sales.

A distribution
B concert
C marketing
D performance

1.3.23 An advertisement must demand … from the customers.

A singing
B participation
C communication
D buying

1.3.24 Advertising must violate the rules and … of the product.

A shape
B curiosity
C regulations
D personality

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1.3.25 Signs can provide helpful … about a business.

A goals
B information
C functions
D directions

(25 × 2) (50)

1.4 Once you record your music, you need to establish the different formats in which you will sell your music.

Briefly discuss the four formats listed below that you would use to sell your product.

1.4.1 Live performance (8)

1.4.2 Compact disc (4)

1.4.3 Digital formats (4)

1.4.4 Singles (4)

[150]

TOTAL SECTION A: 150

SECTION B

QUESTION 2

2.1 Music goes through different phases of development after recording has been completed.

Name and elaborate on the four phases of the product life cycle in the career life of a recording artist. (90)

2.2 After recording your CD the question arises how to get it to the targeted audience.

Briefly discuss three distribution strategies to distribute your records. (30)
[120]

QUESTION 3

How can you successfully market your product?

Discuss the FIVE steps in creating an effective music marketing plan. **[30]**

TOTAL SECTION B: 150
GRAND TOTAL: 300

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