higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MUSIC BUSINESS AND STYLES N6

24 May 2021

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1 D
1.2 A
1.3 C
1.4 D
1.5 C
1.6 D
1.7 A
1.8 B
1.9 D
1.10 B
1.11 C
1.12 C
1.13 A
1.14 D
1.15 A
1.16 A
1.17 C
1.18 C
1.19 D
1.20 A
1.21 A
1.22 C
1.23 B
1.24 B
1.25 D

(25 × 2) **[50]**

QUESTION 2

2.1 True
2.2 False
2.3 False
2.4 True
2.5 False
2.6 False
2.7 True
2.8 True
2.9 False
2.10 True
2.11 True
2.12 False
2.13 False
2.14 True
2.15 False
2.16 True
2.17 True
2.18 False

2.19 True
2.20 True
2.21 False
2.22 True
2.23 False
2.24 False
2.25 True

(25 × 2) **[50]**

QUESTION 3

3.1 J
3.2 M
3.3 H
3.4 N
3.5 L
3.6 I
3.7 E
3.8 O
3.9 K
3.10 C
3.11 D
3.12 A
3.13 F
3.14 B
3.15 G

(15 × 2) **[30]**

QUESTION 4

4.1 Vinyl
4.2 Spotify
4.3 Department
4.4 Brand
4.5 Online
4.6 Metadata
4.7 Advancement
4.8 Intensive
4.9 Marketing
4.10 Commercial
4.11 Aggregation
4.12 Selling
4.13 Deal
4.14 Visually
4.15 Appeal

(15 × 2) **[30]**

TOTAL SECTION A: 160

SECTION B

QUESTION 5

5.1 5.1.1
- Arrangement is to get an overall impression of what has been done so far and to evaluate what works and what does not.
- Delete all tracks which do not add value.
- Cut out sections of tracks that clutter the mix.
- A section can be moved to a another part of the song.
- Entire sections of the song can be deleted. (5)

5.1.2
- Comping is to compare the duplicate takes of each track
- and to select the best one.
- The best phrases from each take can be selected and combined into one take. (3)

5.1.3
- Time editing is to fix the off-beat notes by using one of two methods:
- The cut and paste method
- works well on percussion instruments.
- The time-stretching method works well on almost all instruments. (4)

5.1.4
- With pitch editing any inaccurate note can be shifted to the right pitch
- by using autotune or any similar software.
- It is usually used on vocals but it also works well on most melodic instruments. (2)

5.1.5
- Noise reduction is when all sounds are cut before, after and in between each section
- of the audio where the instrument is playing.
- This means removing background voices, amp hissing, foot-steps, chair squeaks, breath or just dead air.
- To further reduce noise a high-pass filter can be added
- beneath the lower frequency range of non-bass instruments to remove the rumbling sounds. (5)

5.2 5.2.1 Create a track to follow
5.2.2 Record the rhythm section
5.2.3 Record the harmonies
5.2.4 Record the melodies
5.2.5 Add colour

(5 × 2) (10)

5.3 5.3.1 Intensive distribution
5.3.2 Selective distribution
5.3.3 Exclusive distribution

(3 × 2) (6)

[35]

QUESTION 6

6.1
- The venue
- Date of the performance
- The musicians who will be playing
- How much it will cost
- The time when the doors open
- Indicate whether tickets are available in advance
- Indicate where they can be purchased
- Include relevant websites
- or social networking profiles for the musicians involved in the show if they are available (9)

6.2
- It allows engineers to mould
- and shape the sound for each instrument independently.
- It allows each instrument in a song to be recorded one at a time. (6)

6.3 6.3.1
- Your brand's online presence is the first impression customers have and it has to be perfect
- to attract attention and make an impact.
- A website is the beginning of your digital journey.
- Your website is the heart of your online presence
- and by far the most powerful tool in your business.
- However, in order to thrive you need to deploy other tools
- to boost awareness and engagement.
- Through strategic marketing,
- design and media management
- your business will grow by building connections that last. (10)

6.3.2
- Online marketing is how you attract fans to your website.
- Social media forms the foundation of your reach and this reach is optimised through an effective online presence. (2 × 2) (4)

6.3.3
- Managing the different aspects of your media profile safeguards your relationship with users.
- Site maintenance, social media and media uploads are some of the aspects that keep you relevant.
- You need to ensure consistancy in your brand identity and communication. (3 × 2) (6)

6.3.4
- Graphic design is how you tell your brand’s story in a way that's consistant and effective.
- It ties together all the elements mentioned above
- and completes the ultimate digital solution for your brand.

(3 × 2) (6)

[41]

QUESTION 7

7.1 7.1.1

- Agents and brokers are nearly synonymous in their roles as intermediaries.
- Regarding real estate transactions, they are synonymous to any client, despite the differences in their roles in the industry.
- In most cases, agents serve as an intermediary on a permanent basis between buyers and sellers
- while brokers do this on a temporary basis only.
- Both are paid in commission for each sale and do not take ownership of the goods being sold. (5 × 2) (10)

7.1.2

- Merchant wholesalers, which are also simply called wholesalers,
- buy products from manufacturers in bulk and then resell them, usually to retailers or other businesses.
- Some carry an extensive range of different products, while others specialise in a few products but carry a large assortment. They may operate cash-and-carry outlets, warehouses, mail order businesses or online sales
- or they may simply keep their inventories in trucks and travel to their customers. (4 × 2) (8)

7.1.3

- Whenever a consumer buys a product from anyone other than the company that makes it, the consumer is dealing with a retailer.
- This includes corner stores, shopping malls and e-commerce website.
- Retailers may buy directly from the producers or from another intermediary.
- In some markets they may stock items and pay for them only after they make a sale, which is common for most bookstores today.
- Any e-commerce website that's not owned by the company that makes a product, which then sells to consumers, can also be called a retailer.
- However with companies such as Amazon, which make their own products and sell them directly to customers in addition to products made by other companies, the line between producers and retailers is becoming increasingly blurry. (6 × 2) (12)

7.1.4

- Distributors, also called functional wholesalers, do not buy products from the producers.
- Instead, they expedite sales between the manufacturer and retailers or other businesses.
- Like agents and brokers, they can be paid by commission or they can be paid in fees from the manufacturer. (3 × 2) (6)

7.2 7.2.1
- A live performance is a live presentation of music in concerts or clubs.
- This has become one of the most significant formats of selling music.
- More artists are realising that they should not depend on music promoters for live performances
- but should organise their own performances. Most artists make more money from live performances than record sales.
- While you perform live, you can also sell your merchandise and music at the venues where you are performing. (5 × 2) (10)

7.2.2
- New product formats are always emerging but the most widely accepted format is the compact disc CD.
- However, recently there is an exodus to wave files. More people are now preferring to buy music via downloads. (2 × 2) (4)

7.2.3
- Music in digital form is increasingly popular. Buyers can stream it from an internet site, download it to a personal computer
- and burn it to a CD or copy it to a portable playback device, i.e. MP3, I-port, etc. (2 × 2) (4)

7.2.4
- Instead of, or in addition to, releasing an entire album, you can release a disc with fewer songs
- targeting customers who may resist buying a complete album but are willing to purchase a song they heard somewhere and liked. (2 × 1) (2)

7.2.5
- A multialbum set may be a two-disc release of new music.
- It can also be a five-disc compilation of previous released recordings.
- Multialbums sell in significantly fewer numbers than single discs, because their prices have to be set much higher.
- Multialbum formats generally work if the artist is already extremely popular
- with a core audience of customers ready to snap up a new release regardless of the cost. (Any 4 × 2) (8)

[64]

TOTAL SECTION B: 140
GRAND TOTAL: 300

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