higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**NATIONAL CERTIFICATE**

# MUSIC BUSINESS AND STYLES N6

(3030706)

**24 May 2021 (X-paper)**
**09:00–12:00**

**This question paper consists of 12 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

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**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. Start each section on a new page.
5. Use only a black or blue pen.
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 A vinyl is a flat disc with an inscribed, modulated … groove.

A deep
B analog
C coiled
D spiral

1.2 A cassette is an analog … tape recording format for audio recording.

A magnetic
B automated
C sensory
D powerful

1.3 … players and recorders were used to play music before the CD format was developed.

A MP3
B Vinyl
C Cassette
D DVD

1.4 Music can be commercialised by using outlets for …, videos and audio clips which help to make more money.

A communities
B partners
C groups
D ring tones

1.5 …are digital formats for music production.

A Microphones
B Analogs
C iPods
D Drums

1.6 Good mastering … are expensive to hire.

A singers
B artists
C pianists
D engineers

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1.7 Multitrack recording allows engineers to mould and … the sounds of each instrument or voice independently.

A shape
B edit
C mix
D create

1.8 A/An … track is a recorded instrument which is used as a guide.

A sound
B scratch
C improvised
D mixed

1.9 A common task to edit is …

A a voice.
B an instrument.
C a sound.
D pitch.

1.10 It is the duty of the recording company to create … for the new recording artist.

A a platform
B awareness
C a market
D opportunities

1.11 During the growth phase … begin to purchase the record of the new artist.

A marketers
B merchandisers
C consumers
D producers

1.12 YouTube and SoundCloud sites reinvented how media should be shared and …

A stored.
B given.
C distributed.
D collected.

1.13 Whenever the sound is recorded a sound recording is …

A created.
B exploited.
C edited.
D explored.

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1.14 Distribution of … music hardly imposes costs.

A manual
B vinyl
C instrumental
D digital

1.15 An A&R is a person that works at a well-known company and is responsible for communicating and … new artists.

A recruiting
B signing
C empowering
D developing

1.16 When negotiating a record … for a track that has radio potential, the label has to clarify the radio marketing efforts.

A deal
B outline
C service
D format

1.17 …is the key component in turning a new artist into a star.

A Recording
B Media
C Marketing
D Social networking

1.18 Negative behaviour by an artist makes his/her … angry and as a result the artist may lose their support.

A relatives
B friends
C fans
D colleagues

1.19 The process of sharing is a viable marketing strategy which make use of …

A data.
B a courier.
C Gmail.
D Internet.

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1.20 Video making allows bands to create … content and post it on YouTube for millions to see.

A visual
B arts
C entertainment
D social

1.21 Mixing is the art of … tracks into one cohesive unit.

A blending
B separating
C grouping
D moving

1.22 Panning gives each instrument its own space in the … image.

A record
B industry
C stereo
D music

1.23 Music show marketing materials should have the following information:

A Cost of recording
B Cost for entrance into the music show venue
C Cost for CD production
D Cost for the backing vocalists

1.24 The technical arrangements for a live show include … checks.

A vocal
B sound
C instrumental
D microphone

1.25 A tour itinerary should indicate the date and the name of the …

A producer.
B song.
C manager.
D city.

(25 × 2) **[50]**

## QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1–2.25) in the ANSWER BOOK.

2.1 A tape deck record uses a fluctuating signal by moving the tape across the tape head.

2.2 A modern CD does not support 700 MB of data or 80 minutes of music.

2.3 The audio CD format is not limited by the length of the song.

2.4 When you want to burn an audio to CD it takes some time to finalise the process.

2.5 Artists depend on their business managers to book their live performances.

2.6 Good mastering engineers are very cheap to hire.

2.7 For music to sound professional you have to master the recording.

2.8 Great music can be produced from home with the use of headphones.

2.9 Multitrack recordings allow all instruments to be recorded simultaneously.

2.10 In editing, compiling is when the duplicate takes of each track are compared and the best one is selected.

2.11 It is common practice to buy music online and to download it.

2.12 Having a finished recorded product is the last step towards being a celebrity.

2.13 Artists should not try to get new contacts to connect them with someone who will write about them.

2.14 The new artist gains momentum during the growth phase.

2.15 Artists cannot be paid for any upload of their music.

2.16 YouTube allows artists to have their own channel.

2.17 To sell music with iTunes a person must upload audio files and artworks.

2.18 iTunes has a blog to promote themselves not the artist.

2.19 Successful artists excel with a digital marketing strategy.

2.20 Video marketing allows bands to create and post visual content for millions to see.

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2.21 Internet services can never make an artist famous.

2.22 Live performances are a great way of gaining fans for a new artist.

2.23 It is not important for a new artist to reach out and network with an artist who already has a large fan base and go along with him/her.

2.24 Separating dates for your shows decreases the urgency of the show and guarantees that fans may not attend your next show.

2.25 Music distribution is how you get your music to the audience.

(25 × 2) **[50]**

**QUESTION 3**

Choose a description from COLUMN B that matches an item in COLUMN A. Write only the letter (A–O) next to the question number (3.1–3.15) in the ANSWER BOOK.

| COLUMN A | | COLUMN B | |
|---|---|---|---|
| 3.1 | Scratch track | A | essential part of any marketing plan |
| 3.2 | Record sales | B | attracts many people outside the target audience |
| 3.3 | A tour manager | C | has important bearing on sales |
| 3.4 | Booking a concert tour | D | can be offered as incentives for CD sales |
| 3.5 | Public relations agencies | E | crucial part of music promotion |
| 3.6 | Heroic | F | should be flexible to accommodate the changes in the market |
| 3.7 | Music distribution | G | perform great communication functions |
| 3.8 | Record company | H | should have a concert tour itinerary |
| 3.9 | Product packaging | I | delivers music recordings straight to digital distributors |
| 3.10 | Product pricing | J | an instrument or a group of instruments recorded to serve as a guide |
| 3.11 | Discounts | K | must be used to draw attention to the key selling points |
| 3.12 | Promotional strategy | L | generate press for record labels and artists |
| 3.13 | Marketing program | M | decreased because of the introduction of online stores |
| 3.14 | An effective advert | N | great way to expand your audience |
| 3.15 | Signs | O | must organise performances in order to promote the new artist |

(15 × 2) **[30]**

## QUESTION 4

Complete the following sentences by choosing a word from the list below. Write only the answer next to the question number (4.1–4.15) in the ANSWER BOOK

| aggregation; brand; visually; advancement; appeal; online; intensive; department; metadata; commercial; Spotify; deal; vinyl; marketing; selling |
|---|

4.1 CDs and … are examples of formats for music distribution.

4.2 … is an example of a digital service provider which sells music online.

4.3 Major labels have a full … for marketing music.

4.4 Public relations agencies represent the client or artist and help shape his/her public image and build his/her …

4.5 People spend more time … and less money on physical music.

4.6 When submitting your album to digital distributors include a list of …

4.7 The … of technology has seen the music products quickly extinguished or developed.

4.8 … distribution strategies bring a product within reach of potential customers.

4.9 The centre of any … effort is a product being promoted.

4.10 In the … world marketing is an intrinsic part of the product development process.

4.11 When you target broadly by aiming at a mass audience, it is known as market …

4.12 The … points can be emphasised on the product packaging.

4.13 A record label can promote an artist's career as long as the artist is aware of the ...

4.14 An effective advert … attracts many people outside the target audience.

4.15 Product packaging should … to the audience who are likely to buy it.

(15 × 2) **[30]**

**TOTAL SECTION A: 160**

## SECTION B

## QUESTION 5

5.1 Give a brief definition of the following editing terms:

5.1.1 Arrangement (5)

5.1.2 Comping (3)

5.1.3 Time editing (4)

5.1.4 Pitch editing (2)

5.1.5 Noise reduction (5)

5.2 What are the FIVE steps to follow when recording an album? (10)

5.3 Name THREE levels of distribution. (6)

**[35]**

## QUESTION 6

6.1 You are an artist who is planning to organise a performance (gig). One of the things you have to do is to design flyers which you will use to market the performance.

State NINE things you will include when designing a flyer to market the performance. (9)

6.2 State TWO main advantages offered by multitrack recording. (6)

6.3 Your online presence is very imporant in growing your fan base.

Discuss how you will go about growing your online presence regarding the folowing:

6.3.1 Website design and development (10)

6.3.2 Online marketing (2 × 2) (4)

6.3.3 Media management (3 × 2) (6)

6.3.4 Graphic design (3 × 2) (6)

**[41]**

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**QUESTION 7**

7.1 Briefly discuss the following types of traditional intermediaries:

| | | | |
|---|---|---|---|
| 7.1.1 | Agents and brokers | (5 × 2) | (10) |
| 7.1.2 | Merchant wholesalers | (4 × 2) | (8) |
| 7.1.3 | Retailers | (6 × 2) | (12) |
| 7.1.4 | Distributors | (3 × 2) | (6) |

7.2 Discuss the following formats in which music can be sold:

| | | | |
|---|---|---|---|
| 7.2.1 | Live performance | (5 × 2) | (10) |
| 7.2.2 | Compact disc | (2 × 2) | (4) |
| 7.2.3 | Digital formats | (2 × 2) | (4) |
| 7.2.4 | Singles | (2 × 1) | (2) |
| 7.2.5 | Multialbum sets | (4 × 2) | (8) |
| | | | **[64]** |

**TOTAL SECTION B: 140**
**GRAND TOTAL: 300**

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