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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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 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. Start each section on a NEW page.
5. Use only BLUE or BLACK ink.
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 … is an analog sound storage medium in the form of a flat disc.

A USB
B Vinyl
C Cassette
D Video

1.2 A compact audio cassette is also known as …

A visual
B CD
C tape
D storage

1.3 Audio cassette used … audio home recording for data storage.

A portable
B compact
C stereo
D iPod

1.4 Music in … format is very popular.

A tape
B digital
C stereo
D vinyl

1.5 You can make your online presence be felt with a variety of … services to extend your brand.

A commercial
B promotional
C financial
D production

1.6 … recording care less about mastering their recordings.

A Professional
B Online
C Studio
D Amateur

1.7 In … recording, each instrument or voice is recorded separately.

A multitrack
B combined
C single
D sample

1.8 A pre-recorded … loop can be used to set a tempo.

A CD
B drum
C song
D track

1.9 The process of fixing mistakes on a recorded track is …

A rehearsal.
B mixing.
C chordal.
D editing.

1.10 Releasing a … for an existing song is a great way to breathe new life into an old release.

A composition
B video
C collection
D beat

1.11 Free performance is necessary for a new artist in order to gain …

A favour.
B clients.
C publicity.
D popularity.

1.12 … is a site that enables you to listen to music posted there.

A Internet
B iPod
C YouTube
D Website

1.13 The duty of a record … is to represent and exploit sound recordings.

A label
B producer
C manager
D mixer

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1.14 … represent music copyrights for the written work.

A Recorders
B Supervisors
C Promoters
D Publishers

1.15 Labels still have to … great music.

A operate
B curate
C promote
D advertise

1.16 … recorded labels have deals with distribution companies which sends their records to stores.

A Professional
B Great
C Established
D Famous

1.17 … is one of the online music stores.

A Musica
B Reliable
C YouTube
D Beatles

1.18 As a band, making wrong moves before and after … time can make you lose your new fans.

A practice
B upload
C stage
D concert

1.19 When an artist arrives late at the performance venue they send the whole … into a panic mode.

A message
B promotion
C performance
D operation

1.20 … marketing enables listeners to access music online and they are able to discover new artists on their own.

A Mobile
B Formal
C Data
D Business

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1.21 The first step towards recording is to … a track.

A combine
B collect
C create
D sample

1.22 … faders is done so that no instrument sound louder or softer than others.

A Balancing
B Toning
C Harmonising
D Blending

1.23 … are some of the materials artists can use to market live performance.

A Charts
B Posters
C Placards
D Pictures

1.24 Marketing live show can include using relevant …

A previews.
B websites.
C venues.
D negotiations.

1.25 Promoters and venues request artists to be at the venue at a set time for the … purpose

A rehearsals
B voice training
C warmup
D load-in

(25 × 2) **[50]**

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 Tape deck is an audio storage device that can play back sound.

2.2 MP3 files cannot be converted to CD.

2.3 Burning files to disc on the computer, means that you must put the device to a heated area.

2.4 You can rearrange song order by dragging and dropping files in the list of the computer.

2.5 Live concert performances can be done at recording studios only.

2.6 Radio stations cannot promote a new artist, they deal with old seasoned artists.

2.7 Music recording is only done in a recording studio.

2.8 People record music using USB mic and post it online.

2.9 The trend in music production is shifting more and more towards home studios.

2.10 Engineers use the same method of moulding the multitrack album.

2.11 When editing a track you can delete the whole track which does not add value to the album.

2.12 A compact disc is the most accepted format to sell music of this era.

2.13 Completing the process of recording is a guarantee that the artist will be very famous.

2.14 Agents who agree to book gigs for new artists underpay them because they are not famous.

2.15 Artist should not be paid for every advert displayed on their videos.

2.16 You can upload videos, tracks and behind scenes content for your fans on YouTube.

2.17 To sell music on iTunes one must create an account.

2.18 For music to sell on iTunes, iTunes will create a website and social media page as their marketing strategy for you.

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2.19 Social media offers musicians the ability to interact with their fans.

2.20 Mobile marketing is a more effective way to market your product because everyone has a mobile device.

2.21 Word of mouth cannot be considered to be an effective marketing tool.

2.22 Online music promotion can be done by the use of a mobile garget.

2.23 A new artist has big potential to draw large crowds of audience on their first performance.

2.24 Playing every weekend in one town makes your show gain more value and fans.

2.25 Publishing your event on local event calendar effectively promote your show.

(25 × 2) **[50]**

QUESTION 3

Choose a description from COLUMN B that matches the term 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	A multitrack	A	new products/artists are emerging in the market
3.2	Technology	B	decisions should be done during the product creation
3.3	Distribution companies	C	must focus on keeping the cost down to ensure maximum profit
3.4	Tour itinerary	D	requires the artist to bypass the usual multi- number channels of distribution
3.5	Most labels	E	is to break down bulk shipments for resale
3.6	Public relations agencies	F	is one of the packaging factors to be considered during pricing
3.7	Music distribution	G	are aimed at fuelling new record sales and increased demand leading to more radio and television play
3.8	During decline stage	H	have in house facilities to cover marketing and radio plays
3.9	Marketing	I	is the one that violates the rules and personality of the product
3.10	Cost of production	J	is a recording instruments independently.
3.11	The music marketer	K	has all the information the artist need about his/her shows
3.12	Distribution done by an artist alone	L	services include pushing releases and artists to online blogs
3.13	Concert performances	M	is the link between your finished record and your future fans
3.14	The role of an intermediary	N	has reinvented the way media is shared and distributed
3.15	The product that stands out	O	are responsible for sending records to stores

(15 × 2) **[30]**

QUESTION 4

Choose the correct word and fill in the missing word on the spaces below. Write only the word or words next to the question number (4.1–4.15) in the ANSWER BOOK.

pitching; press; competition; rights; intermediaries; target; maturity; digital; exposure; packaging; design; messages; product; label; middleman

4.1 Manufacturing physical products for music includes …

4.2 … records are distributed differently and on different websites online.

4.3 iTunes is one way to generate … for artists.

4.4 Good publicists knows how to deliver clean … release and submit content for review.

4.5 Every … in the distribution channel must get a percentage of the revenue from record sales.

4.6 In digital distribution the artist keeps full … to their music as the start building their brand.

4.7 The product's life cycle begins with the product … development, introduction to market, maturity and end with its withdrawal from the marketplace.

4.8 … phase is the period when the product begins to grow.

4.9 Exclusive distribution strategy picks up best … and maximises profit margins.

4.10 The process of … development includes its packaging.

4.11 When you identify a group of people who are potential buyers of your record they are your … audience.

4.12 To define the audience on paper makes it possible for marketers to create sales … tailored to the audience's interest.

4.13 Traditionally artists needed to be signed up by a record … to record an album.

4.14 For a new artist … your work to a journalist is an introduction to the world.

4.15 Establishing the value of the product involves setting it apart from …

(15 × 2) **[30]**

TOTAL SECTION A: 160

SECTION B

QUESTION 5

5.1 Define the following concepts:

5.1.1 Music distribution (4)

5.1.2 Intensive distribution (2)

5.1.3 Market coverage (4)

5.1.4 Digital marketing (4)

5.1.5 E-commerce (2)

5.2 What is the role of intermediaries during the process of distribution? (4)

5.3 Briefly discuss the THREE market coverage strategies listed below.

5.3.1 Undifferentiated marketing

5.3.1 Differentiated marketing

5.3.3 Concentrated marketing

(3 × 2) (6)

5.4 Why would you as an artist choose digital distribution when distributing your records or CDs? (14)
[40]

QUESTION 6

6.1 Discuss how online music distribution affected the music industry (20)

6.2 You are an artist who opened an online store.

Explain what is digital merchandising and how will you use it for your e-commerce site. (10)
[30]

QUESTION 7

7.1 Discuss the FOUR phases of the product life cycle in relation to a career of a recording artist.

7.1.1 Introduction phase (20)

7.1.2 Growth phase (14)

7.1.3 Maturity phase (22)

7.1.4 Decline or dying phase (14)
[70]

TOTAL SECTION B: 140
GRAND TOTAL: 300

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