higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MUSIC BUSINESS AND STYLES N6

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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 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 The groove of a vinyl ends in the …

A center.
B middle.
C beginning.
D deep.

1.2 A cassette's duration is 30 or 45 … of audio or recording per side.

A seconds
B days
C minutes
D hours

1.3 You … files into your CD-R on your computer or laptop.

A create
B burn
C delete
D merge

1.4 …sales can help an artist to sell more music and make more new fans.

A Store
B Hawker
C Studio
D Online

1.5 Home studios skip … because it is difficult to manage.

A mixing
B composing
C mastering
D editing

1.6 …engineers outsource mastering work to mastering engineers.

A Sample
B Sound
C Production
D Mix

1.7 A … is used to determine tempo.

A metronome
B rhythm
C pause
D pace

1.8 When putting the finishing touches to main tracks, background … is added.

A sound
B vocals
C accompaniment
D piano

1.9 When editing …, it is necessary to evaluate the whole track and check what works and what doesn't.

A time
B pitch
C composition
D arrangements

1.10 During the introductory phase, … journalists' attention should be drawn.

A active
B entertainment
C news
D managing

1.11 The introduction of the MP3 players allowed music … to be compressed into a sharable size.

A copies
B storage
C files
D connections

1.12 Online music sales reduced the demand for physical …

A storage.
B marketing.
C distribution.
D compilation.

1.13 One artist can … and record a song.

A write
B arrange
C perform
D edit

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1.14 … uploaded to iTunes can be consumed continuously without any more effort by the label.

A Scored
B Lyrics
C Melodies
D Tracks

1.15 The A & R makes sure that the music does well with an … so that the investment of time and money by the label pays off.

A appeal
B audience
C assessment
D upload

1.16 … digital distributes your music to hundreds of shops worldwide.

A iMusician
B YouTube
C iTunes
D iStore

1.17 Facebook, Twitter, and Instagram are … media outlets that can help artists to market their product.

A potential
B valuable
C social
D improved

1.18 … may refuse to further work with an artist who misbehaves on stage and who causes an audience to be angry.

A Marketers
B Fans
C Promoters
D Engineers

1.19 … is one of the social networks which artists use to market their work.

A A tablet
B Data
C A cellphone
D Instagram

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1.20 Digital marketing has changed the terrain of music …

A industries.
B companies.
C markets.
D products.

1.21 … crafts a unique space in frequency spectrum for each instrument to guard against sound competing for the same band frequencies.

A Equalisation
B Blending
C Compression
D Engineering

1.22 Recording songs into a single stereo file is also known as …

A bouncing.
B duplication.
C copying.
D piracy.

1.23 Artists should adhere to … when on stage in order to manage the performance of all other artists.

A breaks
B set times
C promotional times
D advert times

1.24 Tour itineraries should inform artists of the press … they will do in preparation of their tour.

A release
B report
C statement
D interviews

1.25 Good music … demands participation from the audience.

A sales
B popularity
C adverts
D marketing

(25 × 2) **[50]**

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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 Tape recording devices include reel to reel tape decks.

2.2 The MP3 player format is not limited by the capacity of data.

2.3 The CD format cannot be used in laptops.

2.4 You can write music on CDs by loading a blank CD-R disc into your CD/DVD burner.

2.5 The only source of income for artists is selling CDs at a performance venue.

2.6 When you want the services of a freelance mastering engineer, you cannot get them online.

2.7 Mastering your mixed tracks produces good music.

2.8 Recorded music now uses the multitrack recording format.

2.9 Multitrack recording requires a team of engineers and musicians to work together.

2.10 Editing noise reduction means removing chair squeaks from the track.

2.11 Speciality record labels continue to use a limited quantity of vinyl products.

2.12 The life cycle of a recording artist ends when his/her music in on the shelf.

2.13 Re-releasing music on a different format than the first release is disadvantageous.

2.14 Digital distribution has minimised the cost of manufacturing physical music products.

2.15 iMusician digital does not supply YouTube with music.

2.16 It is important to showcase what an artist has on his/her YouTube channel because it can be watched by people who haven't subscribed.

2.17 Once music is uploaded on iTunes, an artist can start making money.

2.18 iTunes is not responsible for providing artists with details of how their music is selling.

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2.19 Social media marketing offers a cost-effective solution to bands and their managers.

2.20 Digital marketing is an opportunity for pioneering artists and their teams.

2.21 Younger generations cannot learn about old songs through the use of social and video sites.

2.22 It is important for a new artist to build a local fan base before going all out for gigs.

2.23 There is no way that artists can network on social networks like Facebook.

2.24 When promoting shows, it serves no purpose to create an event photo on Facebook.

2.25 Music marketing is about using the right distribution channels to ensure that an artist's music is positioned in places where it can be easily accessible.

(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	Advancement of technology	A	can be done via a distributor who handles physical products
3.2	Technology start-up	B	is one form of promotion which marketers can use
3.3	Tour itinerary	C	is an indication of the success or failure of a product launch and marketing plan
3.4	Artist	D	must balance the cost of production, the value of products as set by customers, and the price of competitive products in order to make profit
3.5	Distribution of digital products	E	has the ability to carry messages which can persuade potential customers to buy the product
3.6	A good publicist	F	is involved in moving products from the seller to customers, which comes at a cost for a middleman
3.7	Digital distribution	G	should give information about the brand and the beneficiaries thereof
3.8	Intensive distribution	H	is driven by young coders that are innovated at rapid rates
3.9	Packaging design	I	helps an artist to reach all potential fans
3.10	The seller	J	who books a tour without an agent must set a tour budget
3.11	The chain of entities	K	consists of well-networked people who build their relationships within the music industry over time
3.12	Media coverage	L	introduced websites like YouTube, where music is posted and from which fans can download music
3.13	The financial position	M	is the artist's life on the road
3.14	Advertising	N	is a marketing strategy which companies use to sell products from a small vendor to big stores
3.15	Advertisements	O	must be re-used on ancillary materials like posters, websites, and souvenir merchandise

(15 × 2) **[30]**

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QUESTION 4

Complete the following sentence 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.

segmentation; markets; budgets; scratches; plugging; energy; potential; growth; melodies; distributors; promotional; art; agencies; visibility; marketable,

4.1 Bigger labels work with … on a territory basis.

4.2 … records to radio is done with the hope that it will be put in constant rotation coverage on music blogs featuring placements.

4.3 Public relation … are responsible for generating press for both online and offline markets.

4.4 Smart distribution grows your … in the music industry.

4.5 The resources and … of physical distributors are often focussed on top-selling records.

4.6 Distribution companies tend to focus their … efforts on top-selling artists.

4.7 During the … phase, product sales begin to increase.

4.8 An intensive distribution strategy is good in mature … where competitors are doing the same thing.

4.9 Product development involves all activities devoted to making sure the product is ….

4.10 New artists get signed because of their sales ….

4.11 When identifying an audience, an artist can narrow his/her focus by targeting a portion of the mass audience, which is known as ….

4.12 In determining selling points, an audience does not get attracted to … only; they may fall for the performer's personality and looks.

4.13 If an artist wants to market his/her own work, major labels have connections, networks, and … for that purpose.

4.14 When inspecting vinyl, it is important to look for … that break the surface.

4.15 CD cover … must be designed to emphasise the qualities that will attract the target market.

(15 × 2) **[30]**

TOTAL SECTION A: 160

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SECTION B

QUESTION 5

5.1 Give a brief definition of the following terms:

5.1.1 Retailers (2)

5.1.2 Promoter (4)

5.1.3 Marketing (4)

5.2 Intermediaries such as Musica, Music Moods, or Rhythmic Beat play a major role in the distribution channel of records.

List 10 functions that these intermediaries perform in the distribution channel. (10 × 2) (20)

5.3 Name FOUR revenue streams from which artists receive their royalties. (4)

5.4 Give THREE reasons why artists plug their records to radio stations. (3 × 2) (6)

[40]

QUESTION 6

6.1 Discuss music marketing focussed on the use of social media, mobile gargets, and video marketing. (20)

6.2 Discuss the components of a music marketing programme under the following subheadings:

6.2.1 Packaging the product (10)

6.2.2 Pricing a product (10)

6.2.3 Management of the marketing programme (20)

[60]

QUESTION 7

Imagine you are a record producer who owns a studio.

Discuss the FOUR steps that would need to be taken during the process of record production. **[40]**

TOTAL SECTION B: 140
GRAND TOTAL: 300

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