



Pearson



Mark Scheme (Results)

June 2019

BTEC Level 1/Level 2 First in Music
The Music Industry
(21512E)

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Question Number	Answer	Mark
1	C Session musician	1

Question Number	Answer	Mark
2	B Agent	1

Question Number	Answer	Mark
3	A BECTU	1

Question Number	Answer	Mark
4	C Maintaining equipment	1

Question Number	Answer	Mark
5	C Handling disputes	1

Question Number	Answer	Mark
6	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Composer • Arranger • Songwriter • Producer • Singer-songwriter • Musical director <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
7	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Tax • Income tax • Corporation tax • VAT • NI/National Insurance <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
8	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> ● Stage planning ● Rigging/de-rigging/set-up ● Supervision of crew ● Sound checking ● Ensuring equipment works correctly ● Adjusting levels ● On stage mix ● Front of house mix ● Monitor mixing ● Ensuring good sound quality ● Health and safety <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
9	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> ● Sound equipment rental, e.g. backline band gear or PA ● Instrument rental ● Lighting equipment rental ● Stage rental ● Vehicle rental/ van hire (self-drive) ● Transportation of people/ coach hire/ tour bus hire ● Transportation of hired equipment to venues ● Rent studio space ● Rent rehearsal space ● Rent temporary accommodation e.g., trailers for artists ● Set up hired equipment as required ● Catering ● Facilities hire e.g. portable toilets, fencing, marquee. <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
10	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> ● To avoid a fine ● To avoid prosecution ● To be compliant/legal ● To avoid bad publicity ● So the venue can use music ● To ensure the artists get paid royalties ● So that artists can afford to continue making music/to help fund the industry <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
11	<p>Award one mark per section for any of the following up to a maximum of three marks.</p> <p><u>Fire safety</u></p> <ul style="list-style-type: none"> ● Provide fire extinguishers ● Ensure building has sufficient fire exits ● Ensure fire exits are kept clear ● Ensure emergency exit lights are illuminated ● Have a regular maintenance schedule or contract for fire equipment ● Install and maintain a fire detection system ● Install an automatic sprinkler system <p><u>Electrical safety</u></p> <ul style="list-style-type: none"> ● Ensure regular PAT testing of equipment ● Ensure power sockets are not overloaded ● Maintaining equipment ● Regular checking of electric circuits and outlets as per statutory requirements ● Ensure cables are installed/set-up safely to avoid hazards ● Regular checks of electrical cables/ discard damaged cables ● Avoidance of liquids near electrical equipment <p><u>Noise</u></p> <ul style="list-style-type: none"> ● Install meter for measuring sound levels ● Keep sound at a safe level ● Install power cut-off system if sound levels are breached ● Provide appropriate ear defenders/ear plugs/ attenuators, etc. to staff working in areas of higher sound levels <p>Allow 'risk assessment' and 'appropriate staff training' in any section.</p> <p>Do not credit the same point more than once.</p> <p>Accept any other valid response.</p>	3

Section B

Question Number	Answer	Mark
12	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Studio • Theatre • Function Room • Club • Pub • Cafe • Rehearsal space • Hall • Hotel • School • College • Community Centre <p>Do not accept private residence.</p> <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
13	<p>Award one mark for identification of a reason and one additional mark for appropriate related expansion.</p> <ul style="list-style-type: none"> • Newspaper advert (1) in relevant section of a trade publication (1) • Poster (1) in school/college music department (1) • Flyer (1) in a music pub or club frequented by musicians (1) • Social media advertisement or post (1) in relevant group or webpage (1) • Word of mouth (1) via music industry professionals (1) • Email or letter (1) sent to relevant agent or agency (1) • Local radio (1) in relevant popular music show (1) <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
14(a)	<p>Award one mark for identification of a reason and one additional mark for appropriate related explanation.</p> <ul style="list-style-type: none"> ● Practice/rehearsal (1) so that their material is as good and as familiar as possible (1) ● Memorise the material (1) so they do not need to look at the score or hold papers when performing (1) ● Warm-up (1) so they are ready for the physical demands (1) ● Research the production (1) to give insight into what the producers may be looking for (1) ● Study performances of others (1) for tips or ideas in interpretation (1) ● Have a run-through in front of an audience (1) to get used to performing the material in front of others/to get feedback (1) ● Exercise/meditation, etc. (1) to prepare and focus the mind and body (1) ● Technical exercises (1) so they are warmed up (1) <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
14(b)	<p data-bbox="316 226 1270 295">Award one mark per identification and one additional mark per appropriate expansion up to a maximum of four marks.</p> <ul data-bbox="363 331 1310 1429" style="list-style-type: none"> ● A sound system for playing back audio such as backing tracks (1) so the performer can play back their track and perform to it (1) ● Microphone/amplification (1) so that the performer can be heard (1) ● An accompanist (1) to play the music to accompany the performer (1) ● Technical support (1) to ensure there are no problems with sound equipment (1) ● Copies of the audition material (1) to follow and refer to scores or in case the performer needs it (1) ● A private space or sign to prevent entry of others (1) so the audition is not interrupted and the performer put off (1) ● A table and chairs for themselves (1) so they can see the performance and are able to make notes and confer appropriately (1) ● The performing space/venue (1) so there is room for the performer to do whatever is required (1) ● Music stand (1) so the artist can read the music to perform from (1) ● Relevant instrument (1) so the performer can use it for the audition (1) ● Audition schedule (1) so that they can run their day effectively (1) ● Pen and paper/digital device (1) for taking notes (1) ● Drinking water (1) to ensure they stay hydrated (1) <p data-bbox="316 1473 804 1503">Accept any other valid response.</p>	4

Question Number	Indicative content	Mark
15	<p>Responses may include the following.</p> <p><u>Option 1: hire an existing band</u></p> <ul style="list-style-type: none"> + Would be easier, saves lot of hassle in finding separate instrumentalists + Would be quicker, saves time that could be spent on other areas of the production instead + May be cheaper to hire the whole group instead of separate individuals + The band is likely to be tight as they are used to playing together + Their existing relationship may really help to expedite work as they know each other well and are used to working together - Not all players within the group may be up to the required standard - Their existing relationship may be detrimental if there are already tensions or problems within the group - May be more likely to argue or fall out with each other if they know each other well - Adam and Les may not get on with every member of the band - If one member doesn't work out/can't attend they probably can't be replaced since the band is a unit - If the band decide to quit, Adam and Les lose all their instrumentalists at once <p><u>Option 2: hire each instrumentalist separately to form a new band</u></p> <ul style="list-style-type: none"> + Able to pick specific talents or skills as required for each instrument + Able to pick the exact combination of instruments they require + Can be sure all instrumentalists are competent + If someone doesn't work out they can be replaced + Can select individuals they feel comfortable working with + If someone decides to quit it is more likely to just be one instrumentalist therefore easier to replace - The band may not be tight as a group as they are not used to playing together - Band members may have to adapt to the styles of other members to form a cohesive group - Likely to be more expensive - May take longer to put the band together. <p>Accept any other valid response.</p>	8 Exp
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1-3 marks	<p>Basic arguments of each option identified, or only one option considered. The answer is likely to be in the form of a list. Points made will be superficial/generic and not applied/directly linked to the situation in the question. No conclusion produced or the conclusion a consequence of only one option being considered.</p>	

2 4-6 marks	Arguments for each option are described, but there will be more emphasis on one option than the others. The answer may be unbalanced. A conclusion is present, but this is either implicit or as a result of unbalanced consideration. There is little or unfocused justification of the conclusion. Most points made will be relevant to the situation in the question, but the link will not always be clear.
3 7-8 marks	Balanced exploration of each option. A conclusion is produced that is justified and clearly linked to the consideration of options and their relative importance to the situation. The majority of points made will be relevant and there will be a clear link to the situation in the question.

Section C

Question Number	Answer	Mark
16	<p>Award one mark for any of the following up to a maximum of three marks.</p> <ul style="list-style-type: none"> ● Recording studio ● Marketing ● Promotion ● Publishing ● Broadcasting ● Distribution ● Royalty collection agencies ● Artists' management ● Hire company ● Transport company ● Union/trade association ● Agency ● Venue ● Legal firm <p>Accept any other valid response.</p>	3

Question Number	Answer	Mark
17	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> ● Sells hard copies such as CDs to retail outlets ● Puts materials online on streaming sites ● Publishing ● Royalties ● Licenses the music ● Merchandising ● Ticket sales ● Performance fees ● Monetisation of music/videos on social media <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
18	<p data-bbox="375 226 1238 331">Award one mark per identification and one additional mark per appropriate expansion up to a maximum of four marks.</p> <ul data-bbox="427 369 1246 1328" style="list-style-type: none"> • Gain experience (1) so they will need less time and energy initially (1) • Establish a fan base (1) so some of the groundwork has already been done (1) • Develop a strong social media presence (1) so this aspect is already working and does not need to be developed as fully (1) • Ensure they have a good catalogue of material (i.e. quantity) (1) meaning they are ready to record without as much further development (1) • Create original/interesting/saleable music (1) meaning they might be more likely to sell recordings or achieve success (1) • Ensure a strong image already established (1) so less time and money needs to be spent in developing image (1) • Demonstrate history of good work ethic (1) encouraging the label to believe this will continue, resulting in efficient working (1) • Show they are likeable/get on well with record label personnel (1) increasing likelihood of a smooth working relationship (1) • Demonstrate they have already had some success (1) so less work required to bring further success (1) • Perform regularly (1) to raise awareness and gain a following (1) <p data-bbox="375 1361 863 1397">Accept any other valid response.</p>	4

Question Number	Indicative content	Mark
19	<p>Responses may include the following.</p> <p>Opportunities:</p> <ul style="list-style-type: none"> ● A new artist would provide another income stream for the business ● Potential to increase sustainable profitability in the longer term with six artists rather than five ● Could diversify the range of artists at the label ● Could help to further raise the profile of the label ● Potential to tap into the fanbase of the new artist ● Increased audience size may result in interest in some of the label's other artists ● Opportunity to diversify the musical style output of the label ● May be very successful and therefore profitable for the label <p>Challenges:</p> <ul style="list-style-type: none"> ● The initial investment required in the artist is substantial ● Label would have to pay for: <ul style="list-style-type: none"> ○ Making a recording, e.g. studio time ○ Creating merchandise, e.g. designing logo, printing T shirts ○ Making a music video ○ Raising awareness of the artist online ○ Manufacturing costs of recordings, e.g. CD production ○ Distribution costs ○ Advance to the artist ○ Advertising, e.g. media advertising ○ Promotion, e.g. in a store by providing posters or by sending out copies to radio stations ● No guarantee that the artist would be successful ● The label may not make a profit on the artist ● Increase of admin costs as well as time spent on the new artist ● Would incur additional legal costs ● Would cause deficit in cash flow in the short term, possibly rendering the business vulnerable to financial difficulties ● Brenna could over-stretch herself, not leaving enough time to work with her other artists sufficiently ● Less time to spend on current artists may lead to dissatisfaction <p>Accept any other valid response.</p>	8
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1-3 marks	A few key points identified, or one point described in some detail.	

	The answer is likely to be in the form of a list. Points made will be superficial/generic and not applied/directly linked to the situation in the question.
2 4-6 marks	Some points identified, or a few key points described. The answer is unbalanced. Most points made will be relevant to the situation in the question, but the link will not always be clear.
3 7-8 marks	Range of points described, or a few key points explained in depth. The majority of points made will be relevant and there will be a clear link to the situation in the question.