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Pearson BTEC Level 1/Level 2 First Award									

Music

Unit 1: The Music Industry

Thursday 19 May 2016 – Afternoon Time: 1 hour	Paper Reference 21512E
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You do not need any other materials.	Total Marks
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Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

SECTION A

Answer ALL questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 Identify the organisation that produces and licenses the production of printed music.

- A Marketing company
- B Promotion company
- C Publishing company
- D Service company

(Total for Question 1 = 1 mark)

2 Which **one** of the following is the most suitable type of contract for a full-time record shop employee?

- A Casual
- B Freelance
- C Permanent
- D Volunteer

(Total for Question 2 = 1 mark)

3 Which **one** of the following commonly provides services to a composer?

- A Lighting hire company
- B Music Producers Guild
- C National Insurance
- D PRS for Music

(Total for Question 3 = 1 mark)

4 Which **one** of the following is the best example of a large multi-use space?

- A Arena
- B Club
- C Pub
- D Studio

(Total for Question 4 = 1 mark)

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5 Which **one** of the following job roles involves securing funding for events?

- A Broadcaster
- B Producer
- C Promoter
- D Retailer

(Total for Question 5 = 1 mark)

6 Identify the job role which:

- organises event security
- books events
- keeps licensing up to date.

(Total for Question 6 = 1 mark)

7 Identify the type of organisation that arranges the delivery of CDs to a high street store to be sold.

(Total for Question 7 = 1 mark)

8 Give **two** responsibilities of a music producer.

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2

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(Total for Question 8 = 2 marks)

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9 Explain **one** reason an artist should join PPL.

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(Total for Question 9 = 2 marks)

10 Identify **two** responsibilities of front of house staff if a fire breaks out during a performance.

1

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2

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(Total for Question 10 = 2 marks)

11 Give **one** promotional way in which an A&R representative might be encouraged to attend an event.

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(Total for Question 11 = 1 mark)

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12 Explain **one** reason why a business might choose to fund an event.

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(Total for Question 12 = 2 marks)

TOTAL FOR SECTION A = 16 MARKS

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SECTION B

Brief A should be used to answer questions 13 to 16.

Read Brief A carefully and then answer the questions.

Brief A – Ray’s Concert Promotion

Ray’s Concert Promotion

Ray is a freelance promoter. He has worked on a number of musical events, concerts and festivals and is usually hired by the venue. Ray has just been asked to promote a concert of new music featuring the work of Tiggy, a local composer and performer.

13 Give **two** factors Ray needs to consider when matching an act to a venue.

1
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2
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(Total for Question 13 = 2 marks)

14 Ray works with the venue before the concert.

(a) Identify **one** additional organisation Ray might work with in promoting this concert.

(1)

(b) Give **two** reasons why Ray might choose to promote the concert using social media.

(2)

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2
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(Total for Question 14 = 3 marks)

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15 Tiggy is considering doing her own additional promotion for the concert.

Explain **one** advantage and **one** disadvantage of Tiggy doing her own additional promotion.

Advantage

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Disadvantage

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(Total for Question 15 = 4 marks)

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16 Freelance artists such as Tiggy typically earn money from several different sources.

Discuss the implications of freelance employment compared to a full-time job at an established company.

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(Total for Question 16 = 8 marks)

TOTAL FOR SECTION B = 17 MARKS



SECTION C

Brief B should be used to answer questions 17 to 20.

Read Brief B carefully and then answer the questions.

Brief B – Chaotic Black

Chaotic Black

Jeremy plays guitar in his rock band, *Chaotic Black*. The band have been together for just over a year and mostly play pub gigs. The band are planning to go on a bigger tour around the country to raise awareness of their music. They have lots of equipment but no transport, usually relying on their roadie making several trips in his small car to get the equipment to these local gigs.

17 Give **one** responsibility of a roadie at a venue.

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(Total for Question 17 = 1 mark)

18 *Chaotic Black* often play pub gigs.

(a) Give **one** advantage and **one** disadvantage **for the band** of performing gigs in pubs.

(2)

Advantage

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Disadvantage

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(b) Give **two** ways a pub could prevent noise from a *Chaotic Black* gig disturbing local residents.

(2)

1

2

(Total for Question 18 = 4 marks)

19 Explain **one** advantage and **one** disadvantage of *Chaotic Black* buying onto a tour.

Advantage

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Disadvantage

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(Total for Question 19 = 4 marks)



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20 Jeremy decides the band need help to take their career to the next level. He has contacted an agency who can offer him:

- a manager
- an agent
- a stylist

The band can only afford one of these three options.

Evaluate **each** option for *Chaotic Black*.

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(Total for Question 20 = 8 marks)

TOTAL FOR SECTION C = 17 MARKS
TOTAL FOR PAPER = 50 MARKS





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