



Examiners' Report/ Lead Examiner Feedback

January 2015

NQF BTEC Level 1/Level 2 Firsts in
Music

Unit 1: The Music Industry (21512E)

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General Comments

January 2015 was only the second time that this paper has been presented, the first presentation being May 2014. It is evident from the standard of responses that many centres have reflected upon the previous paper and Lead Examiner's report. The majority of learners attempted some kind of response to all questions. Learners often showed evidence of approaching the 8 mark questions with a strategy to help them structure a response. Responses to 'explain' questions were greatly improved in this series with many more learners attempting an explanation rather than just stating a fact. As a result learners were able to access both the available marks more often than in the previous series.

Section A

In the early part of this paper questions 1 and 3 were well answered by most learners. Questions 2 and 5 were answered correctly by about half the cohort. Question 2 attracted a range of incorrect responses whereas incorrect responses for question 5 were mostly a result of learners selecting option A, 'Recording engineer'.

Question 4 proved the most challenging of the five questions of this type and was answered correctly by only one third of the cohort.

Q6 was attempted by most students but the correct answer of 'producer' was given by a smaller percentage only. 'Recording engineer' was the most popular incorrect response.

Question 7 was the first of several 'Explain' questions requiring an extended response. In order to access both marks the learner needed to identify a reason and then support that reason with an explanation. Learners need to be aware of the expectations of the term 'explain' in the question stem to fully access both marks in this type of question. It may help to encourage learners to consider the **consequences** of their first point. E.g., 'to gain experience (1 mark)...so that they know how to do that job in the future (1 mark).

Many learners were able to gain at least one mark in Q7 with the majority suggesting that gaining experience would be a prime incentive for volunteering to work at a record label. Learners offered a range of sensible explanations to achieve the second of the two marks, often relating to the use that this experience would be for future career prospects. Some learners fixed on the idea of it being a member of a band that might volunteer, leading to incorrect responses relating to the band getting noticed and signed.

7 Explain one reason why someone might choose to volunteer at a record label when starting out in the music industry.	Q07	2
<p>To try and gain an relevant experience in the industry which will increase their employability because they have some idea of how the industry works to take to future jobs</p>		
(Total for Question 7 = 2 marks)	Total	2

Q8 was a higher level question that was often answered correctly by more able learners only. Common correct responses often related either to transferability across formats or to consumer expectations of quality. Other learners often gave a response which amounted to simply saying that mastering would make the track sound better. However, these responses failed to address the issue of commercial success as required by the question. A small number of learners misread the question and gave responses relating to music for a commercial (i.e., advert).

8 Give one reason why the mastering process is essential to the commercial success of a track.	Q08	1
<p>The mastering process is essential to the commercial success of a track because it will make it sound to the best of quality on different at platforms</p>		
(Total for Question 8 = 1 mark)	Total	1

Question 9 was generally well answered with 'accessibility' by far the most popular answer followed by proximity to residential areas. Some learners gave a response relating to an aspect of the location rather than location itself. This led to a number of incorrect responses such as those relating to capacity or health and safety. Learners should be encouraged to read questions particularly carefully to be sure they are addressing the required point.

9 Identify one aspect of location that must be considered when choosing a venue for a live music event.	Q09	1
One aspect of a location that must be considered is that the event cannot be too loud otherwise you are disturbing local residents.		
(Total for Question 9 = 1 mark)	Total	1

Question 10 proved a good test for learners on their knowledge of job roles. Learners who succeeded in this question provided responses relating to a studio manager booking time slots for clients, handling finances, taking responsibility for health and safety and having good communication skills. Most of these learners were able to access both marks available for this question. The most common error was to give answers relating to a recording studio engineer rather than a studio manager with answers such as 'knowing how to work all of the equipment', 'encouraging a client to give a good performance', 'setting up the studio for a recording session'. These responses included did not result in credit.

10 Give two skills or responsibilities that a successful studio manager should have.	Q10	2
1. One responsibility is to keep a diary of bookings for the studio.		
2. Another is to help maintain equipment and facilities.		
(Total for Question 10 = 2 marks)	Total	2

Question 11 proved accessible for many learners. Common answers related to a home studio being cheaper in the long term than a commercial studio and also to ease of access, either due to not needing to travel or to constant availability of a home set-up. Another common response was the availability of the equipment to practice at home which was allowed for credit.

11 Give two reasons why a musician may invest in equipment for a home studio.	Q11	2
1. 24/7 access to the equipment.		
2. Cheaper in the long run to buy instead of repeatedly hire.		
(Total for Question 11 = 2 marks)	Total	2

Question 12 was another 'explain' question. Learners were able to access one mark with common responses relating to moving equipment to a venue or a distributor transporting CDs to a shop. As discussed in Q7, the second mark available in this question depends upon the learner providing a rationale for their initial response, eg, moving equipment to a venue *for a gig* or transporting CDs to *shops where they can be sold*. There has been a notable improvement in the number of learners attempting to access both marks in this series overall.

12 Explain one way in which a transport company may contribute to the music industry.	Q12	2
They would move the CD's to the shops where they can be sold.		
(Total for Question 12 = 2 marks)	Total	2

Section B

Q13a required learners to suggest either organisations or job roles with whom Matt might work within the limits of the given scenario. Most learners were able to access at least one mark but far fewer accessed the full three marks. Learners should be reminded that credit will not be awarded for repeating an answer so learners who named three different unions, for instance, would only have been able to access the one mark available for suggesting Matt might work with a union. It should also be noted that PRS for Music and MCPS are essentially the same organisation so giving both answers in a question such as this can only result in one mark being awarded. Some learners suggested roles that Matt himself was already undertaking, such as producer or sound engineer so these responses were not creditable. A few learners missed the word 'with' in the question and therefore suggested roles Matt might undertake whilst creating his own music such as part time work in a shop.

13 (a) Name **three** organisations or job roles that Matt might work with whilst creating, producing and releasing his own music.

(3) Q13a 3

- 1 He might work with PRS (Performance rights society) so he can rights over his song.
- 2 He might join a union so they can protect him from disputes.
- 3 He might bring in session musician to help him record.

In question 13b learners demonstrated a broad understanding of the important role that the internet can play in marketing and promotion for a freelance musician. Many responses were considered and accurate. A range of approaches were taken including self promotion, increasing fan base, getting noticed by people of influence and selling music. It was common for those learners who successfully accessed the first mark in this 'explain' question to also access the second mark, linking increased fan base with the ability to make more sales, for instance.

A small number of learners fixed on the 'freelance' part of the question, thus giving responses relating to why Matt might choose to be freelance rather than why he might create a website.

(b) Explain **one** reason why Matt might decide to create a website as a freelance music producer.

(2) Q13b 2

Matt could advertise his own music on his website, he could have a shop where people download his products. It will be a cheaper option than ~~get~~ joining a ~~big~~ record label he could get all of the income.

(Total for Question 13 = 5 marks) Total 4

Question 14 was a 4 mark question requiring two 'explain' responses. A good proportion of learners managed to achieve two marks of the four, most often by linking a bad review with damage to Matt's career. Learners who attempted a second reason quite often gave the same initial reason a second time as a response and therefore did not gain any further credit with this. Despite this, some learners gave a creditable second consequence which enabled them to access one further mark. A minority of learners found two differing disadvantages as illustrated in the example below. A few learners resorted to giving an advantage, rather than a disadvantage, particularly as their second response.

14 Explain two possible disadvantages of Matt's music being reviewed by a music journalist in a major magazine.	Q14-1 2
1 The journalist may not like matt's music which will drop his self-esteem, which could possibly lead to matt not wanting to make music anymore.	Q14-2 2
2 A bad review in a 'major' magazine will be seen by the local music industry and therefore earn matt a bad reputation within the industry. Which means no one will hire matt.	Total 4
(Total for Question 14 = 4 marks)	

Q15 was one of two extended response questions in the paper and was worth 8 marks. It was again very pleasing to find that most students attempted an answer with at least 1-2 marks accessible to nearly all students. Evidence of planning and preparation was noted in the response of many learners.

Learners often demonstrated a good understanding of the concepts relevant to the question with many reflecting on Matt's potential loss of creative freedom as well as potential financial implications. An appreciation of the benefits of working with a major publisher was demonstrated in many cases. Weaker responses were less clear as to the potential advantages and disadvantages and were sometimes confused or contradictory.

Since this question required the learner to 'discuss', higher marks were only available to those who provided further detail and insight to their point. Interrelating points, often in paragraphs, followed through to relevant consequences were strong indicators of a higher level response.

Many learners spend time and space on the page writing an unnecessary précis of the question by way of an introductory paragraph. Repetition of the question will not attract any marks so learners should be encouraged to avoid this.

15 Matt has begun discussions with a major publishing house who wish to offer him a publishing deal.

Q15

5

Discuss the implications of Matt accepting and signing a contract with a major publishing house compared to remaining freelance.

If Matt were to accept ~~the~~ and sign the contract then he would have to agree to the major publishing house being able to alter his music to how they want it to sound and interfere with his image. This would mean that Matt wouldn't be the one completely producing the music as other people will do all those jobs for him who belong to the company. These staff members would have to be paid by the money he was making and the label would take a big percentage of the overall profit. ~~Because he acts~~ ~~becomes~~ Matt would have to work to a schedule and produce music by a deadline which maybe hard and stressful for him considering he was previously a freelance worker and worked hours that suited him.

~~the~~ However if he did agree then his music would be partly produced by professionals which their jobs ~~would~~ are to improve his music and make it better for the people who follow and listen to his music which ~~would~~ make ~~the~~ ~~the~~ music at more of a professional level. He would also have better publicity and a poster would make him known to

the world and so he would receive more his fan base would expand.

Being well known in the music industry would not be all good as his original fans would not be happy that Mel has gone "Mainstream" and his music has been changed so he could lose a small percentage of his listeners but would receive double \$ with the amount of ~~the~~ publicity he would be getting.

As the publishing house is very big and caters to lots of different artists he would ~~be~~ not have a close relationship with producers/directors which ~~would~~ if he wasn't happy with the contract he had signed he wouldn't ~~be~~ be able to do very much to come to an agreement with ~~the~~ the people who ~~were~~ own the company.

Section C

Question 16 required learners to identify a type of organisation with whom Mel might work in the context of the given scenario. Responses were varied with unions, a promoter or artist management occurring the most frequently. Some learners gave a job role rather than an organisation which did not therefore result in credit. PRS or PPL were often suggested but were not correct responses.

16 Apart from the venue, name **one** type of organisation that Mel will work with on this project.

Q16

1

~~Service~~ ~~hire~~ Service companies, equipment hire

(Total for Question 16 = 1 mark)

Total

1

A good number of learners provided correct answers for question 17. The majority of these learners mentioned fire exits or taping down cables, both good responses. Some learners gave answers relating to the actual stage rather than staging for instance was the staging sturdy or put together correctly. Others focussed on more general health and safety concerns unrelated to staging such as lights being chained safely, PAT testing or the volume of sound for the audience.

17 Mel visits the town hall to assess the staging requirements for the event.

Give **two** health and safety constraints that Mel will need to consider when planning the staging. Q17 2

1 The wires are stuck down so she won't trip over them

2 Fire exits are marked clearly in case of an emergency

(Total for Question 17 = 2 marks) Total 2

The two answers to question 18a were 'PPL' and 'PRS'. Learners gave these responses successfully, in the main, either as abbreviations or in full. Learners should be reassured that, for the purposes of this type of question on this paper, abbreviations are perfectly acceptable as a response. A few learners had the correct initial letters but assigned incorrect words so were then not able to receive credit for their answer. It might also be noted that the proper name for PRS is PRS for Music as learners rarely give this in full.

18 The charity has decided to have both a live band and a DJ who mixes from recorded pop music for dancing.

(a) Identify **two** licences that Mel will need to check are in place at the venue. (2) Q18a 2

1 PRS

2 PPL

In question 18b learners often found it challenging to envisage the potential implications of having both a live band and a DJ. Common successful responses concerned the increase in cost, therefore leaving the charity less money or providing a range of musical styles that might more easily appeal to more audience members thus raising attendance and more money for the charity. Some responses failed to address the implications of having both as per the question, instead discussing one or the other and therefore not accessing any marks. A number of learners described speculative dramatic scenarios or addressed the problems of both acts playing at the same time, neither of which were relevant responses for credit. An encouraging number of learners did attempt a response with a relevant explanation, however.

(b) Explain **two** additional implications of having both a live band and a DJ.

(4) Q18b 4

1 Suited to a wider range of musical style - attracting more people and making more money.

2 Expensive to hire both of them - meaning less money could be made for charity as it is being used elsewhere.

(Total for Question 18 = 6 marks) Total 6

The final question on the paper, Q19, was the second of the 8 mark extended response questions. Most students attempted an answer and nearly all were able to demonstrate an understanding and appreciation of the situation as described in the question. Learners were clearly able to identify with Mel and her predicament with some quite opinionated responses as to which course she should take. This question was answered less fully than the other 8 mark question with learners comparing advantages and disadvantages less rigorously than in question 15. A good number of the cohort did not attend sufficiently to the fact that the question required discussion of the advantages and disadvantages **for Mel** rather than for the charity or generally. This led to otherwise sensible portions of response being unable to access credit as these portions, although feasible, were not relevant to the question.

Successful responses found numerous points to discuss on both the advantages and disadvantages of Mel withdrawing her involvement. Points commonly covered included less stress for Mel, being able to work on other projects that might actually pay as well as how she might create a bad name for herself and her agency by withdrawing. 1-2 marks were accessible to many learners. Providing a greater range of relevant points (for instance, around 6-10 different considerations) covering both sides of the situation is likely to result in marks in the 4-6 range. As for question 15, interrelating

points, often in paragraphs, followed through to relevant consequences, were often strong indicators of a higher level response. Learners achieving 7-8 marks commonly wrote in paragraphs that provided a detailed exploration of two or three broad points, correctly relating the implications of various relevant strands within these points.

19 Mel has been planning the event for two months and is concerned it is not going well.

Mel feels the charity team has failed to make some important decisions and communication has been poor.

Discuss the advantages and disadvantages for Mel of withdrawing her involvement from the event.

Q19

7

Adv - it will save Mel some stress, if the night was a disaster - save Mel's reputation, send a strong message to the charity, offer new opportunities to Mel
Dis - Will give Mel a bad reputation - for Charity, will let a lot of people down, ^{could affect Mel's} will have made a lot of investment in time and money - a waste, could affect Mel's future career

If Mel were to ~~leave~~ withdraw her involvement in the event it means she would save her self a lot of physical and emotional stress, but if she would have carried on she may have seriously affected her health. ~~Mel's~~ Another advantage is that Mel's reputation will be saved if ~~she~~ if Mel had left and the ~~or~~ event was a disaster, it would save her reputation, because she may have been blamed for it if she stayed on. However, ~~another~~ her reputation may be damaged if she leaves, this ~~may~~ is because the event is for charity and she will be seen as a selfish person if she leaves. This will damage her future career because employers may see

her as someone who isn't willing to work for them. Another advantage if Mel were to leave though is that she can make money for her agency ~~which~~ by taking a different job. This is because Mel is running the charity event of a voluntary standing, so she and her business are not getting payed. Because Mel's agency is a local one, it means that many people around the local area will know if she drops out of the event and this will ~~be~~ mean that Mel will lose customers because they will not want to be associated with her. Another disadvantage will be that a lot of people will be let down if Mel drops out and this ~~will~~ will affect Mel's conscience and morale because people will be disappointed with her, and this may even cause Mel to leave her job.

In conclusion I believe Mel should carry on with the event because ~~it~~ it will mean that her local business will remain healthy, it will offer new opportunities after as she will have new contacts and customers within the industry and it saves Mel the emotional distress of letting people down.

(Total for Question 19 = 8 marks)

Total

7

Summary

Based on their performance in this paper, candidates should:

- Be sure to read each question as carefully as possible to avoid misinterpretations that can lead to irrelevant or uncreditworthy responses;
- Avoid duplicating their answer in a question. Marks are not awarded for the same point twice. If several answers are required in one question learners are recommended to attempt to provide a diverse range of responses;
- Appreciate that questions asking a student to 'explain' require not just the identification of a correct point but an explanation, for instance the consequences of the point they are making;
- Practice 'explain' answers to be familiar with the expectations of future sessions;
- Avoid repeating the question text as an introductory paragraph in 8 mark questions;
- Try to identify and explain as many relevant points as they are able in the 8 mark extended response questions. Relating one point to another rather than just listing points is encouraged;
- Continue to attempt all questions on the paper.

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