



Mark Scheme (Results)

January 2015

NQF BTEC Level 1/Level 2 Firsts in
Music

Unit 1: The Music Industry (21512E)

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1	B - Manager	1

Question Number	Answer	Mark
2	B – Short-term freelance contract	1

Question Number	Answer	Mark
3	A – Bank Loan	1

Question Number	Answer	Mark
4	D - APRS	1

Question Number	Answer	Mark
5	B – Software Programmer	1

Question Number	Answer	Mark
6	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Producer • Music Producer • Record Producer <p>Accept no variations.</p>	1

Question Number	Answer	Mark
7	<p>Award one mark for identification and one additional mark for expansion.</p> <ul style="list-style-type: none"> • To gain experience (1) so that they know how to do the job in the future (1). • To network/gain contacts (1) so that they will hear about job opportunities first (1). • To develop understanding of the industry (1) so that understanding working conditions/whether they are suitable for the role (1). <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
8	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • People are more likely to buy the track if it sounds professional • The track needs to be able to be successfully transferable to other formats • Care and attention to detail across the whole recording develops listener confidence and/or enjoyment • So that if it is played on the radio it will sound as good as the tracks played before and after it. <p>Or any other valid response. "Sounds good" on its own is not sufficient.</p> <p>Accept responses related to technical aspects.</p>	1

Question Number	Answer	Mark
9	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Transport links • Accessibility • Noise • Security • Availability of power <p>Accept any other valid response.</p> <p>Do not accept any response relating to musical reasons such as genre, equipment, health and safety, capacity etc.</p>	1

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"> • Booking sessions • Managing equipment maintenance • Managing facilities • Good organisational skills • Strong financial skills • Has lots of contacts • Good social/communication skills <p>Accept any other valid response.</p> <p>Do not accept “to be able to use the equipment” or other creative/sound technician/engineer responsibilities.</p> <p>Do not accept a reference to manager/management unless qualified further (as this is in the question)</p>	2

Question Number	Answer	Mark
11	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Constant availability • Opportunities for own career development recording other musicians/become freelance • Opportunities to hire out equipment/home studio • Work from home/reduce travel costs and time • More opportunities to collaborate with people in other countries • Saves money on studio hire fees • Can experiment with more ideas/practise or develop skills • Saves transporting your specialist equipment to a studio and risk of damage. <p>Accept any other valid response.</p> <p>Do not accept more artistic control.</p>	2

Question Number	Answer	Mark
12	<p>Award one mark for identification of an activity and one additional mark for appropriate related explanation.</p> <ul style="list-style-type: none"> • When on tour/performing a gig (1) large lorries or coaches are needed to transport equipment or people from venue to venue (1) • As part of the distribution process/hard copy CDs or DVDs must be transported from the manufacturer to the shop(1) for customers to buy (1) • To provide mobile staging for open-air events/festivals (1) where they are can be used as a stage or to transport stages which will be built on site (1) <p>Accept any other relevant point and subsequent reasoning.</p>	2

Question Number	Answer	Mark
13a	<p>Award one mark for any of the following up to a maximum of three marks:</p> <ul style="list-style-type: none"> • Union/a relevant union • A digital distributor • Publisher • Promoter • Venues • Manager • Local music shops • Recording studio • Session musician/recording artist • Royalties collection organisations, i.e. PRS for Music/MCPS/PPL (max. 1) <p>Accept any other valid response.</p> <p>Do not accept A&R, record companies or roles that Matt covers himself as described in the brief eg producer, sound technician.</p>	3

Question Number	Answer	Mark
13b	<p>Award one mark for identification of a reason and one additional mark for appropriate related for appropriate related explanation.</p> <ul style="list-style-type: none"> • To promote his music (1) so that people can easily find him on an internet search and find out where to see him/access his music (1). • To use it as a sales point (1) to sell his music directly to the consumer without paying a fee or percentage to someone else (1). • To update, engage and interact with people who like his music (1) either as fans or other musicians which might lead to new collaborations or freelance work (1) <p>Accept any other relevant point and subsequent reasoning.</p>	2

Question Number	Answer	Mark
14	<p>Award one mark for the identification of one disadvantage and one additional mark for the appropriate expansion up to a maximum of four marks.</p> <ul style="list-style-type: none"> • Could receive criticism (1) which could damage his reputation/lead to a decrease in sales, popularity or opportunities/increase the need for part-time non-musical work (1). • Might have a negative impact upon his confidence (1) so he may find it difficult to overcome this on his next project (1). • A review is somebody else's subjective opinion (1) which may lead to biased reviews in other publications (1). <p>Accept any other relevant point and subsequent reasoning.</p>	4

Question Number	Indicative content	Mark
15	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • Safety of the backing of a large organisation • More investment to allow promotion to a wider audience • Administration and royalties organised for him • Possibility of upfront fee payment to allow him to concentrate on music production • Opportunities for higher quality end production from increased performer choice to type and amount of equipment used • More opportunities for him to give the rights to his composed music to other artists <ul style="list-style-type: none"> • Fear of loss of personal integrity (losing independent label) • Worry about losing creative integrity i.e. the need to produce work 'to order' • Worry about meeting imposed deadlines • Loss of some of the income from sales <p>Accept any other valid responses.</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.	

Question Number	Answer	Mark
16	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Hire companies (accept staging, lighting or sound equipment hire) • Artist management • Events Tech company (for technical staff) • Local media • Promoters • Union/MU/Equity • Local council • Security firms <p>Accept any other valid response relating to booking musical entertainment.</p> <p>Do not accept PRS for Music or PPL. Do not accept music agency as given in scenario.</p>	1

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"> • Electricity points/trailing cables • Fire exits/evacuation routes • Risers/stairs/uneven surfaces/trip hazards • Fire extinguisher locations • Fire retardant materials/pyrotechnics • Distribution of weight on the staging <p>Accept any other valid response.</p> <p>Do not accept general statements about occupancy or health and safety statements that are not relevant to staging.</p>	2

Question Number	Answer	Mark
18a	<p>Award one mark for each of the following:</p> <ul style="list-style-type: none"> • PPL/Phonographic Performance Limited • PRS for Music/Performing Rights Society <p>Accept any similar response.</p> <p>Accept PRS. Do not accept MCPS or APRS.</p> <p>Do not accept alcohol licence or similar as this is not the role of the music organiser.</p>	2

Question Number	Answer	Mark
18b	<p>For each of two responses, award one mark for identification of an implication and one additional mark for the appropriate expansion.</p> <p>Accept any of the following:</p> <ul style="list-style-type: none"> • Increases amount of artists' fees (1) by having more than one artist, the fees are potentially doubled (unless doing it for free also) (1) • Increases the amount of equipment used (1) which has an impact upon cost and/or space in the venue (1) • Having both may appeal to a wider audience (1) so ticket sales and therefore the charity donation will increase (1) • There will need to be a changeover between the artists (1) this may lead to some 'dead time' or a loss of atmosphere (1) • As an organiser, Mel's workload will increase (1) as she will have to organise more people/equipment/changeovers both in advance of the event and during the night (1) <p>Accept any other relevant point and subsequent reasoning.</p>	<p>1 + 1 1 + 1 = 4</p>

Question Number	Indicative content	Mark
19	<p>Responses may include the following:</p> <p>Advantages</p> <ul style="list-style-type: none"> • The impact of a poorly organised or poor quality event upon Mel's reputation is potentially damaging. • If Mel does pull out, she will have time to focus on her other work and projects which may pay the bills or lead to new opportunities. • There is potential for Mel to provide the committee with an appropriate replacement which would give somebody else a chance to gain experience and future work/contacts. This might make Mel feel good about investing in new starters and the replacement may offer Mel work in the future. <p>Disadvantages</p> <ul style="list-style-type: none"> • The negative impact upon Mel's professional and personal reputation could be quite severe locally. • Mel does not know who will attend the event and so may miss a valuable networking and self-promotion opportunity. • Mel may have called in favours from artists and hire companies who may also pull out if she does or may be reluctant to work with her again in the future. • Mel will be letting down the charity which she strongly believes in. • If Mel has not attempted to resolve the communication issues and/or mend the relationship, Mel too is at fault and will not have used the project as a learning/professional development opportunity. <p>Accept any other valid response.</p> <p>Do not accept any response which is not directly related to the advantages and disadvantages for Mel.</p>	8
Level	Descriptor	
Level Descriptors on following page		

Question Number	Indicative content	Mark
19	Possible responses on previous page.	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.	

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Welsh Assembly Government

