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Pearson BTEC Level 1/Level 2 First Award	Centre Number					Learner Registration Number				
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<h1>Music</h1> <h2>Unit 1: The Music Industry</h2>										
Thursday 14 January 2016 – Morning						Paper Reference				
Time: 1 hour						21512E				
You do not need any other materials.									Total Marks	

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 Which **one** of these companies is responsible for branding, advertising and pricing musical products?

- A Distribution company
- B Hire company
- C Manufacturing company
- D Marketing company

(Total for Question 1 = 1 mark)

2 Which **one** of these is the responsibility of a promoter working in a large venue?

- A Organising sample clearance
- B Running dress rehearsals
- C Securing finance for events
- D Setting up lighting

(Total for Question 2 = 1 mark)

3 Identify the job role responsible for the day-to-day appearance of a performer, selecting suitable clothes and hairstyles.

- A Creative manager
- B Musical director
- C Producer
- D Stylist

(Total for Question 3 = 1 mark)

4 Identify the job role responsible for the artistic overview of a studio recording session.

- A Mastering engineer
- B Music producer
- C Session musician
- D Sound technician

(Total for Question 4 = 1 mark)

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5 Which **one** of the following is a performer best advised to do before signing a recording contract?

- A Arrange a tour
- B Ask a manager for guidance
- C Book a recording session
- D Take out public liability insurance

(Total for Question 5 = 1 mark)

6 Name the organisation that licenses the use of recorded music played in public.

(Total for Question 6 = 1 mark)

7 Give **one** way a musician might select a quality supplier of live sound equipment.

(Total for Question 7 = 1 mark)

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8 The following are descriptions of activities that take place in a large professional recording studio.

Draw a line to connect each activity with the job role responsible.

Activity	Job role
Ensuring musical scores are ready	Musical director
Taking bookings for recording sessions	Roadie
	Studio manager
	Sound engineer
	Session musician

(Total for Question 8 = 2 marks)

9 Identify **two** factors to consider when matching a touring orchestra to an appropriate venue.

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(Total for Question 9 = 2 marks)

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10 Identify the job role which involves:

- sound checking
- adjusting sound levels
- ensuring microphones work correctly.

(Total for Question 10 = 1 mark)

11 Navya and Aiden are discussing their jobs at a media event. Below are quotes from their conversation.

Identify Navya and Aiden's job roles.

Quote	Job role
<i>"...lots of my time is spent researching, then I get to select which music is played on the radio as well as recording the spoken links between tracks..."</i>	Navya
<i>"...I have a website where I discuss new bands and artists. It means I go to a lot of gigs and then review the music and performances..."</i>	Aiden

(Total for Question 11 = 2 marks)

12 Explain **one** way a union might support a guitar teacher.

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(Total for Question 12 = 2 marks)

TOTAL FOR SECTION A = 16 MARKS



SECTION B

Brief A should be used to answer questions 13 to 17.

Read Brief A carefully and then answer the questions.

Brief A – Convex

Convex

Convex is a popular music venue in the city centre. Calum has worked as the venue manager for five years and is now considering opening his own live music venue on the outskirts of the city.

13 Sometimes Calum is required to work in Convex’s box office.

Identify **one** function of the box office in a venue.

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.....

(Total for Question 13 = 1 mark)

14 Identify **two** ways Calum could find musicians to perform gigs at Convex.

1

2

(Total for Question 14 = 2 marks)

15 One of Calum’s roles is to agree contracts with artists.

Explain **one** reason why it is important **for a performer** to have a contract with a venue.

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(Total for Question 15 = 2 marks)

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16 Explain **two** ways venues, such as *Convex*, ensure the health and safety of the audience.

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(Total for Question 16 = 4 marks)

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17 Some local residents are concerned about the potential negative impact Calum’s new venue might create in the neighbourhood.

Discuss the concerns local residents might have with a live music venue and provide possible steps Calum might take to reassure them.

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(Total for Question 17 = 8 marks)

TOTAL FOR SECTION B = 17 MARKS



SECTION C

Brief B should be used to answer questions 18 to 20.

Read Brief B carefully and then answer the questions.

Brief B – Smile Kitty

Smile Kitty

Smile Kitty is a metal band just starting out. They formed six months ago and have been playing gigs in local pubs to build interest. Although they started off playing covers they have been writing their own songs and now feel they have some strong material. They are trying to build a bigger fan base and get noticed.

18 Identify **two** reasons why *Smile Kitty* would consider giving away promotional CDs for free.

1

2

(Total for Question 18 = 2 marks)

19 A last-minute opportunity arises for *Smile Kitty* to play at a popular city centre venue 200 miles away. The band would need to hire a van for the gig and there is only a small performance fee.

(a) Explain **one** positive and **one** negative factor for the band of playing the gig.

(4)

Positive

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Negative

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(b) Give **two** ways *Smile Kitty* can promote this gig **at short notice**.

(2)

1

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(c) Identify **one** additional way the band could make money at the gig, **apart from the performance fee**.

(1)

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(Total for Question 19 = 7 marks)

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20 *Smile Kitty* is considering hiring a large, well-known venue for a showcase gig in the hope of attracting industry professionals as well as more fans.

Evaluate the opportunities and challenges of this idea **for the band**.

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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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