



Mark Scheme (Final)

January 2018

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

Unit 1: The Music Industry (21512)

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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.

Section A

Question Number	Answer	Mark
1	C Instrumental tuition	1 MCQ Comp

Question Number	Answer	Mark
2	A Agent	1 MCQ Comp

Question Number	Answer	Mark
3	B Mastering engineer	1 MCQ Comp

Question Number	Answer	Mark
4	A Moving products from warehouse to retail outlets	1 MCQ Comp

Question Number	Answer	Mark
5	B Front of house mixing	1 MCQ Comp

Question Number	Answer	Mark
6	<ul style="list-style-type: none">• Musical director/MD/Director of music/Bandmaster/Band leader <p>Allow conductor. Allow music director. Do not accept director. Accept any other valid response.</p>	1 Grad

Question Number	Answer	Mark
7	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Pub/Public house • Bar • Club • Small theatre • Cafe • Coffee shop • Social/Working men's club • Youth club • Arts centre foyer • Community centre • Village/town hall <p>Allow small venue.</p> <p>Accept any other valid response.</p>	1 Grad

Question Number	Answer	Mark
8	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Booking events • Licensing • Management of staff • Management of publicity for events • Organising events security • Health and safety of artists, audience and staff <p>Do not accept manage the venue.</p> <p>Accept any other valid response.</p>	1 Exp

Question Number	Answer	Mark															
9	<p>Award one mark for each of the following:</p> <p>Composer – Orchestrating</p> <p>Roadie – Driving</p> <div style="text-align: center; margin: 20px 0;"> <table border="0" style="width: 100%;"> <tr> <td style="border: 1px solid gray; padding: 5px; width: 20%; text-align: center;">Job role</td> <td style="width: 20px;"></td> <td style="border: 1px solid gray; padding: 5px; width: 20%; text-align: center;">Responsibility</td> <td style="width: 20px;"></td> <td style="border: 1px solid gray; padding: 5px; width: 20%;"></td> </tr> <tr> <td style="border: 1px solid gray; padding: 5px; text-align: center;">Composer</td> <td style="border: 1px solid gray; padding: 5px; text-align: center;">Auditioning</td> <td style="border: 1px solid gray; padding: 5px; text-align: center;">Driving</td> <td style="border: 1px solid gray; padding: 5px; text-align: center;">Licensing</td> <td style="border: 1px solid gray; padding: 5px; text-align: center;">Orchestrating</td> </tr> <tr> <td style="border: 1px solid gray; padding: 5px; text-align: center;">Roadie</td> <td style="border: 1px solid gray; padding: 5px; text-align: center;">Performing</td> <td></td> <td></td> <td></td> </tr> </table> </div> <p>If more than one line is drawn from a single box that box scores zero.</p>	Job role		Responsibility			Composer	Auditioning	Driving	Licensing	Orchestrating	Roadie	Performing				2 Clerical
Job role		Responsibility															
Composer	Auditioning	Driving	Licensing	Orchestrating													
Roadie	Performing																

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"> • Choose appropriate material • Memorise material • Rehearse/practice material • Background research • Warm-ups/sing scales/vocal exercises • Relevant tuition • Get advice from other relevant people • Improve fitness • Drink water/avoid dairy or other dietary considerations • Rest voice for a period beforehand • Trial performance <p>Allow maximum one mark for physical appearance. Accept any other valid response.</p>	2 Exp

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"> • Crowd control • Check ID/age • Collect/check tickets • Patrol the venue • Deal with conflict • Search people for prohibited items • Ensure patrons leave venue quietly • Enforce a dress code • Escort people out of the venue as required • Deal with emergencies • Manage capacity • Provide first aid <p>Accept any other valid response.</p>	2 Grad

Question Number	Answer	Mark
12	<p>Award one mark for identification of a reason and one additional mark for appropriate related explanation.</p> <ul style="list-style-type: none"> • So it doesn't break down (1) leaving you without when it is needed (1) • To avoid a more expensive repair later on (1) thus saving money (1) • To make sure relevant parts are replaced due to wear and tear (1) so that a more serious problem does not occur in the future (1) • To ensure equipment performs well (1) thus ensuring best results for the performer (1) • To extend the life of the equipment (1) thus avoiding having to replace it for a longer time (1) • To ensure it functions safely and within normal parameters (1) avoiding damage or injury (1) <p>Accept any other valid response.</p>	1 + 1 Exp

Section B

Question Number	Answer	Mark
13(a)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Promote the band • Manage the bands reputation/maintain the band's public image • Advise on or write social media content • Help to create an image or brand awareness for the band • Design/run campaigns • Write press releases • Manage the spread of information • Liaise with the media • Carry out market research <p>Accept any other valid response.</p>	2 Exp

Question Number	Answer	Mark
13(b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Hire company • Transport company • Repair/Maintenance companies • Production company • Musical instrument manufacturers • Specialist personnel hire company • Insurance provider <p>Accept any other valid response.</p>	1 Grad

Question Number	Answer	Mark
14	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Arranging/Orchestrating • Pitching ideas to clients • Producing scores and parts • Marketing/selling/promoting own work • Copyright/licensing • Keeping accounts up to date • Creating/realising a recording of their work • Publishing <p>Do not accept writing music/lyrics. Accept any other valid response.</p>	2 Exp

Question Number	Answer	Mark
15	<p>Award one mark per identification and one additional mark per appropriate expansion up to a maximum of four marks.</p> <ul style="list-style-type: none"> • Administers performance and mechanical rights (1) to ensure members are properly remunerated for use of their work (1) • Takes an annual fee from organisations that use music (1) so that these organisations pay for the music they use (1) • Distributes the collected royalties amongst its members (1) which saves the members having to recoup these payments themselves (1) • Sets tariffs for organisations determining what they should pay based on their size (1) so that payments are in fair proportion to usage (1) • Enforces licensing, taking those who do not pay to court (1) to encourage and ensure that all who should pay do so (1) <p>Accept any other valid response.</p>	<p>1 + 1 1 + 1 Exp</p>

Question Number	Indicative content	Mark
16	<p>Responses may include the following.</p> <p>To stay with the duo</p> <ul style="list-style-type: none"> • A substantial tour is available so likely to be financially rewarding • Opportunity to build fanbase even further in a new geographic area leading to increased sales and income • May pay off in terms of royalty payments in the longer term • May give an opportunity for a dual career at a later date i.e. stay in <i>Etuo</i> and go solo later • Can capitalise on the current success as a duo • May lead to other interesting life and work opportunities that would prove enriching and worthwhile • Travelling to Japan may be once-in-a-lifetime opportunity • Staying together may allow them to develop a new stylistic route that suits both of them • If Sam is frustrated artistically then prolonging leaving might only increase dissatisfaction leading to further frustration and bad feeling <p>Going solo</p> <ul style="list-style-type: none"> • Sam would be able to fulfil his creative desires if he goes solo which would be more rewarding • Going solo might bring its own success and opportunities leading to no loss or even increased success • May lose record company support • May be compelled to stay by record company • Going solo runs great risk of failure so Sam may end up in financial difficulty • Leaving would mean missing out on the tour and its opportunities which Sam might end up regretting • Sam may end up regretting the decision but it will be too late to go back once he has split the duo up • May have legal/ financial implications as Sam is likely to be under contract <p>Accept comment relating to loss of friendship only if a musically relevant explanation is provided. Accept any other valid response.</p>	8 Exp

Level	Descriptor
0 0 marks	No rewardable material.
1 1-3 marks	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.
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
17	<p><u>Book recording sessions; manage the maintenance of equipment and facilities:</u></p> <p>Studio manager</p> <p>Allow sound engineer.</p> <p><u>Perform given music; be able to provide own equipment; perform collaboratively:</u></p> <p>Session musician</p> <p>Accept musician/artist/instrumentalist. Accept any relevant instrumental description, e.g. guitarist, vocalist, drummer, etc.</p> <p>Do not accept performer.</p> <p>Allow any other valid response.</p>	2 Grad

Question Number	Answer	Mark
18	<p>Award one mark for identification of a reason and one additional mark for appropriate related explanation.</p> <ul style="list-style-type: none"> The recording will be late in being manufactured (1) so may not be available to retail outlets on the planned date (1) 	1 + 1 Exp

	<ul style="list-style-type: none"> • Record company may not look kindly on Nina in the future (1) reducing her opportunities for career development (1) • May give Nina or <i>Shayela</i> a bad reputation regarding deadlines (1) resulting in less work in the future (1) • Record company may refuse to progress with the recording/ Nina may lose her job (1) meaning that Nina has wasted her time (1) • Further studio time may not be available (1) leading to a further delay before the recording can be finished (1) • Extra time taken may incur extra expense (1) which Nina may not be able to afford (1) <p>Accept any other valid response.</p>	
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Question Number	Answer	Mark
19	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Networking • Own website/online presence • Credited on her work e.g. CD cover • Social media • Published media interviews • Joining a business forum • Create a podcast • Online directory • Host webinar • Enter awards/ competitions • Create an e-newsletter • Sharing samples of work/demos <p>Accept any other valid response.</p>	1 Grad

Question Number	Answer	Mark
20	<p>Award one mark for the identification of one advantage and one additional mark for the appropriate expansion.</p> <p>AND</p> <p>Award one mark for the identification of one disadvantage and one additional mark for the appropriate expansion.</p> <p>Advantage</p> <ul style="list-style-type: none"> • Keeps all the royalties (1) thus more profitable (1) • Keeps control of the content (1) ensuring artistic vision is not compromised (1) • Can publish at will (1) avoiding possible refusal from professional company (1) • Can publish at a time that suits (1) meaning no lengthy delay (1) <p>Disadvantage</p> <ul style="list-style-type: none"> • Work is not professionally checked before publication (1) making it more likely there are errors (1) • Unlikely to have as strong channels of dissemination (1) so work is not promoted as widely (1) • Have to pay the full cost for publishing the work up front (1) meaning an expensive outlay at first (1) • Work may not sell (1) leaving the artist out of pocket (1) <p>Accept any other valid response.</p>	<p>1 + 1</p> <p>1 + 1</p> <p>Exp</p>

Question Number	Indicative content	Mark
21	<p>Responses may include the following.</p> <p><u>Positives</u></p> <ul style="list-style-type: none"> + Music may be presented to a much wider audience than can currently be accessed + May be able to sell some music as a result of being found on the site + May be noticed by person of influence leading to fresh opportunities + Opportunity to grow fanbase over a wide, possibly international area + The site may develop a payment model which Nina could then take advantage of + More people will access her music when it is free than if they have to pay for it + It might encourage more people to come to her live shows, buy tickets and merchandise + There might be the opportunity to give away certain tracks while keeping others for sale only + May make some money from MCPS + May link Nina with other, similar artists, therefore increasing potential fan base + May make money through adverts on the site <p><u>Negatives</u></p> <ul style="list-style-type: none"> - Site offers free music so there would be little financial recompense from agreeing - If people can listen to her music for free they will be less inclined to pay for it leading to reduced sales potentially - If she has given away music for free then a record label might be less interested in her as her music is already in the public domain so less opportunity for profit for them - If she features on a free site and is then offered a presence on a fee-paying site she is likely to make less as people would probably choose to listen for free if it were available - Without adequate payment for her music she may not be able to survive as an artist and may need to give up <p>Accept any other valid response.</p>	8 Exp
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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