

Mark Scheme (Standardised)

January 2019

BTEC Level 1/Level 2 First in Music
(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	D Short-term freelance contract	1

Question Number	Answer	Mark
2	B Hire company	1

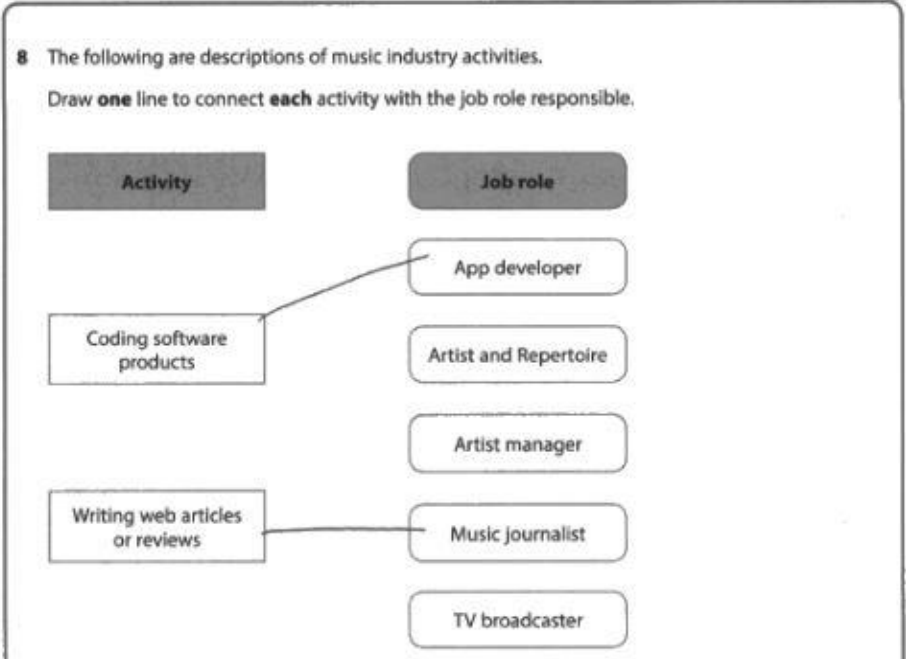
Question Number	Answer	Mark
3	B Book recording sessions	1

Question Number	Answer	Mark
4	D Taking an artistic overview	1

Question Number	Answer	Mark
5	D The expected audience size	1

Question Number	Answer	Mark
6	<ul style="list-style-type: none"> • Broadcast • Broadcasting 	1

Question Number	Answer	Mark
7	<ul style="list-style-type: none"> • PPL • Phonographic Performance Limited • Phonographic Performance Ltd • PRS for Music • PRS • Performing Rights Society • PPL PRS 	1

Question Number	Answer	Mark
8	<p>Coding software products – App developer Writing web articles or reviews – Music journalist</p>  <p>If more than one line is drawn from a single box, this box scores zero.</p>	2

Question Number	Answer	Mark
9	<p>Box 1:</p> <ul style="list-style-type: none"> ● Roadie ● Backline technical support. <p>Box 2:</p> <ul style="list-style-type: none"> ● Venue manager/venue management ● Theatre manager ● Other relevant venue management ● Events manager ● Front of House (FOH) manager ● Promoter. <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
10	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> ● Tune drums ● Replace drum heads ● Tighten screws/Check lugs, badges and other hardware ● Check for breakages/rattles/squeaks ● Set up the drums ● Ensure selected kit components are stylistically appropriate ● Sound check/check levels ● Set up drum mics. <p>Accept any other valid response.</p>	1

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"> ● Finding fee-paying work ● Negotiating terms ● Networking on behalf of the artist ● Sending out contracts/checking contracts ● Sending publicity materials to venues ● Arranging PR for the artist ● Working with a promoter or publicist ● Liaising with venues and other organisations ● Collecting payment/royalties on behalf of the artist ● Forwarding fees to the artist ● Keeping the accounts of the artist ● Creating invoices ● Arranging tours ● Booking venues ● Gaining appropriate permissions required for working abroad ● Liaising with the artist <p>Accept any other valid response.</p> <p>Do not credit responses that are the responsibility of an artist manager.</p>	2

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"> • Reputation may be damaged (1) so less likely to be offered work in the future (1) • May not get paid as agreed (1) resulting in loss of earnings/affect ability to pay bills (1) • The project may not be completed in time (1) affecting other people involved in the project in negative ways (1) • May not be offered another contract (1) thus lessening opportunities to make a living (1) <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
13	<p>Award one mark for any of the following up to a maximum of three marks.</p> <ul style="list-style-type: none"> • Set up mics • Select appropriate mics • Set/monitor recording levels • Ensure audio capture is optimum/as desired • Set up equipment required • Ensure all equipment is working • Troubleshooting issues during the session • Liaise with producers or performers • Record speech or music/run the sound desk • Use computers to program equipment • Keep records of recording sessions • Use studio effects • Save the recording in an appropriate format • Manage relevant health and safety issues <p>Accept relevant references to specific software applications and hardware found within a studio setting. Accept any other valid response.</p>	3

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"> ● Provide artist with support/guidance ● Liaise with venues, agents, promoters, etc. ● Contract/fee negotiation ● Collect artist's fees ● Arrange transportation ● Arrange accommodation ● Hire support staff/tech team/security ● Problem solving ● Taking phone calls ● Settling bills, e.g., hotel, restaurants, paying staff ● Sourcing required items, e.g. replacement strings ● Relevant administration ● Setting and keeping the artist to schedule ● Overseeing promotional activities ● Organising transportation ● Financial advice <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
15	<p data-bbox="316 226 1268 293">Award one mark per identification and one additional mark per appropriate expansion, up to a maximum of four marks.</p> <ul data-bbox="363 349 1283 1447" style="list-style-type: none"> <li data-bbox="363 349 1283 450">● To receive industry specialised legal advice, e.g. advice in negotiating a contract (1) to ensure musicians do not agree to something that would not be in their interest (1). <li data-bbox="363 456 1283 557">● Access to insurance schemes such as public liability (1) that provide a cheaper/more convenient means of accessing cover (1). <li data-bbox="363 564 1283 665">● Provides example contracts and agreements that musicians could use (1) to save them drawing up their own (1). <li data-bbox="363 672 1283 772">● Provides career and business advice from specialists who know the industry (1) to enable the best decisions to be made (1). <li data-bbox="363 779 1283 880">● Membership fee includes access to services such as legal advice (1) without paying a fee each time help is required (1). <li data-bbox="363 887 1283 1021">● Access to a network of other professionals providing various networking opportunities (1) offering an increased range of advice and opportunities than would otherwise exist (1). <li data-bbox="363 1028 1283 1128">● Represents musicians in legal proceedings (1) to provide expert support and increased success in the proceedings (1). <li data-bbox="363 1135 1283 1202">● Provides pensions or other financial advice (1) enabling members to make prudent decisions (1). <li data-bbox="363 1209 1283 1276">● Offers a pension scheme (1) so members can save for retirement (1). <li data-bbox="363 1283 1283 1384">● Provides copyright registration service (1) to prove ownership of compositions in the event of infringement (1). <li data-bbox="363 1391 1283 1447">● Collects and distributes royalties (1) to ensure artist gets paid (1). <p data-bbox="316 1507 804 1541">Accept any other valid response.</p>	4

Question Number	Indicative content	Mark
16	<p>Responses may include the following.</p> <p>Live:</p> <ul style="list-style-type: none"> + Paid immediately or soon after the live event + Artist can choose how many performances they make so have control over their income + Get audience feedback at the time + Artist gets to travel, possibly internationally + Opportunity to sell CDs and merchandise at performance events + Live performances likely to raise awareness of the artist through advertising for the event - Artist has to be out in the evenings, i.e. antisocial hours - May have to be away from home for periods of time - Have to do the show even if ill or with other difficult personal circumstances - Artist has to perform live so may not sound as good as when recording - If a show is poorly attended then the artist is likely to be out of pocket <p>Recorded:</p> <ul style="list-style-type: none"> + Once the recording is made the artist needs to do no more in order to get paid + Artist can take their time over the recording to get it just how they want it + Control over the recording process means the artist is able to sound just as they want + Have some control over sales, e.g. can push a CD online or in the press to encourage people to buy it + May get royalty payments from the recording being played on radio, etc. - Have to wait for royalties to come in, i.e. payment is not immediate - May not sell any or many recordings - No guarantee of any income at all - Large outlay to make, manufacture and distribute the recording, - No real connection with audience/consumer - A bad review in the press may affect sales - CD can be shared online for free resulting in no profit for the artist - CD sells for a small amount of money, i.e. less than a concert ticket - Some online sites pay next to nothing to artists for their music <p>Accept any other valid response.</p>	8

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.

Question Number	Answer	Mark
17	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Hall • Hotel • Community centre • Theatre • Club • Arts centre • Pub function room (allow pub/bar) • Local school or college • Small/medium sized venue <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
18	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> ● Word of mouth ● Networking ● Advertise in relevant trade journal ● Enquire at local school or college ● Agency ● Ask local performers ● Contact local music service ● Social media/online search ● Social media/online advert ● Local newspaper advert ● Poster in relevant location <p>Accept any other valid response. Accept 'social media/online' on its own for a maximum of one mark only.</p>	2

Question Number	Answer	Mark
19	<p>Award one mark for identification of a reason and one additional mark for appropriate related explanation.</p> <ul style="list-style-type: none"> ● (Live) sound technician/sound engineer (1) to set up and run the sound for the concert (1). ● Recording engineer/assistant engineer (1) to supervise the recording of the songs (1). ● Roadie (1) to set up the PA system for the concert (1). ● Instrumental support (1) to ensure instruments used for the concert are in tune and ready to use (1). ● Music technician/technical manager/tech support (1) to assist in the technical aspects such as recording and equipment set-up (1). ● (Session) musician/ performer/ instrumentalist/ accompanist (1) to assist in the performing of the songs/to ensure songs are performed in a professional way (1). <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
20	<p data-bbox="316 194 1270 259">Award one mark per identification and one additional mark per appropriate expansion, up to a maximum of four marks.</p> <ul data-bbox="368 300 1278 1111" style="list-style-type: none"> ● Attendance fee for the workshop (1) so that those attending can cover the cost of running the workshop (1). ● Sell tickets to the concert (1) so that those attending can supplement the event (1). ● Seek sponsorship from relevant local businesses (1) in return for advertising in event literature (1). ● Take out a loan (1) to be paid back through sales of the CD (1). ● Offer advertising space in the course literature and/or advertising (1) so that relevant companies might attract business from those attending (1). ● Contact the local council (1) because there may be relevant funding available (1). ● Apply for funding in kind, e.g. reduced or free support from tutors or free sandwiches from a local café (1) to reduce the running costs of the event (1). ● Apply for a grant (1) that might be relevant to the area or the target audience for the workshop (1). ● Search online for relevant funding opportunities (1) to highlight grants or other funding that might be available (1). ● Hold a fundraising event beforehand, e.g. a concert (1) which will also raise the awareness of the event (1). <p data-bbox="316 1151 804 1182">Accept any other valid response.</p>	4

Question Number	Indicative content	Mark
21	<p>Responses may include the following.</p> <p><u>Online:</u></p> <ul style="list-style-type: none"> + Able to reach a wide audience/large number of people + Can be low cost on social media although a dedicated website would incur higher costs + Ability to target specific groups of people through chat rooms, online groups, membership of certain sites, etc. + Easy to organise – adverts can be created on home computer and published online without further outside assistance + Easy to update if circumstances change + Ability to create a mailing list of interested people to target more directly + Able to gauge level of interest from feedback or replies to posts + Able to include links to relevant video or audio, e.g. to showcase the work of the attending tutors - May not be professional in appearance as Hana will just make it herself - Requires continual effort to keep fresh and at the top of postings - Incurs the possibility of negative feedback or comments, even if unwarranted, which could deter people from attending - If promotional materials are not well planned then an ill-conceived campaign could go out, which would then be difficult to eradicate or recall - Those people who are not online frequently (or at all) or who are not members of certain social media sites will not see the promotion so will not know about the event - Event is targeting mostly fairly local people so online promotion may be sent out to a great number of people for whom attendance would not be feasible - Online advertising not always free, e.g. boosted posts 	8

	<p><u>Traditional:</u></p> <ul style="list-style-type: none"> + Professionally printed posters will give a good impression + Professional print media should be checked for errors before printing or a proof created firstly to allow for amendments + Posters and flyers can be stuck in relevant places all over the local community + Community noticeboards exist to publicise such events and local people who might be interested are likely to check these boards + Local newspapers have a high local circulation and are likely to target potential attendees effectively + A review or article in a local paper may be free and so is a low-cost option + Posters and flyers are not too expensive to create - Print advertising is usually more expensive than online - Posters, etc. would be likely to only attract local people - Widening the scope of print advertising would involve more effort in distributing the printed materials more widely - Posters will only attract those who see and take note of them. People who do not access that particular noticeboard will therefore not be aware of the event - Traditional methods take longer, e.g. printed materials take longer to organise and to be printed - Traditional methods often require more effort, e.g. liaising with the printer, taking proofs in and collecting printed materials - Requires effort to take down the posters, etc after the event <p>Accept any other valid response.</p>	
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.	

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