



Pearson



Mark Scheme (Results)  
January 2020

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

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## Section A

Question Number	Answer	Mark
1	<b>A</b> Distribution company	1

Question Number	Answer	Mark
2	<b>C</b> PRS for Music	1

Question Number	Answer	Mark
3	<b>D</b> Managing publicity	1

Question Number	Answer	Mark
4	<b>A</b> Promotion company	1

Question Number	Answer	Mark
5	<b>C</b> Music producer	1

Question Number	Answer	Mark
6	Award <b>one</b> mark for any of the following: <ul style="list-style-type: none"><li>• Engineer</li><li>• Assistant engineer</li><li>• Studio engineer</li><li>• Studio/sound/music technician</li><li>• Technician</li></ul> Allow studio manager. Accept any other valid response, including any type of recording studio personnel.	1

Question Number	Answer	Mark
7	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Performing music in a recording session</li> <li>• Performing given music for a live performance or tour</li> <li>• Performing given music</li> <li>• Performing collaboratively</li> <li>• Performing in an ensemble</li> <li>• Performing as a soloist</li> <li>• Providing own equipment</li> <li>• Working with producer to meet musical vision</li> <li>• Attending recording session</li> <li>• Deputise for an absent musician</li> </ul> <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
8	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Tour manager</li> <li>• Artist manager</li> <li>• Band manager</li> <li>• Agent</li> <li>• Record company representative</li> <li>• Publicist</li> <li>• Booking agent</li> <li>• Promoter</li> </ul> <p>Allow manager. Accept any other valid response.</p>	1

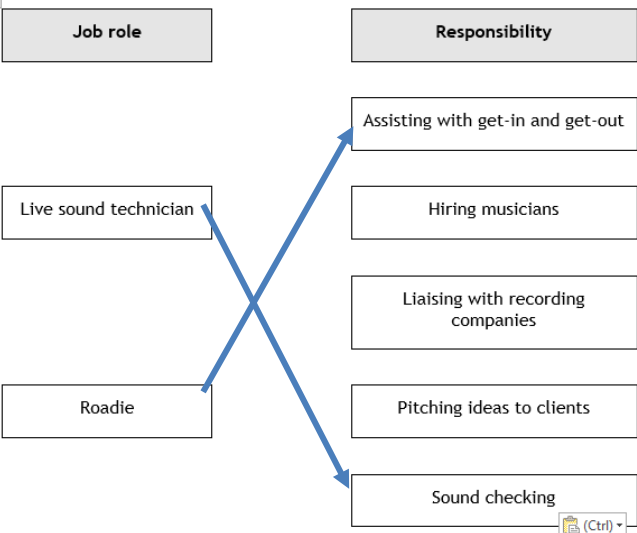
Question Number	Answer	Mark
9	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Promoting/plugging</li> <li>• Publishing</li> <li>• Record company</li> <li>• Agency</li> <li>• Public relations</li> <li>• Advertising</li> <li>• Press/broadcasting/TV/radio</li> <li>• Design/graphics agency</li> <li>• A&amp;R</li> </ul> <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
10	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Gives industry specialised legal support</li> <li>• Provides access to insurance schemes such as public liability</li> <li>• Provides example contracts and agreements</li> <li>• Provides career advice</li> <li>• Provides financial advice</li> <li>• Gives access to a network of other professionals providing various networking opportunities</li> <li>• Represents the musician in legal proceedings</li> <li>• Provides a pension scheme</li> <li>• Provides financial support</li> <li>• Distribute royalties</li> <li>• Dispute resolution</li> </ul> <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
11	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Mechanical royalties/generated through licensed reproduction of recording of their music</li> <li>• Royalties when music is played in a public place such as on radio, TV or in a club</li> <li>• Direct sales of printed/sheet music</li> <li>• Paid a percentage for sales from publisher</li> <li>• Commissions for work</li> <li>• Publisher advance</li> <li>• Record company advance</li> <li>• Composing works for broadcast such as jingles or a soundtrack</li> <li>• Selling work to be performed by other artists</li> </ul> <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
12	<p>Award <b>one</b> mark for identification of a reason and <b>one</b> additional mark for appropriate related explanation.</p> <ul style="list-style-type: none"> <li>• To raise awareness of their music (1) in the hope of attracting further sales or support in the future (1)</li> <li>• To advertise the release of an album or other recording (1) to encourage people to go out and buy that recording (1)</li> <li>• To advertise an upcoming performance or tour (1) to encourage people to attend the event (1)</li> <li>• To attract people to their music in the hope that they like what they hear (1) leading to an increased fanbase and the associated benefits of this (1)</li> <li>• In the hope of attracting industry support such as radio airplay or the services of an industry professional (1) so as to further their music career (1)</li> <li>• To enable people to hear their music (1) so they might then purchase the artist's other music (1)</li> <li>• To generate publicity (1) so as to generate attention for the artist (1)</li> <li>• To feature on relevant websites that might offer free downloads (1) as a means of publicity (1)</li> <li>• If they were a new artist (1) it could help raise awareness (1)</li> <li>• To generate feedback (1) to allow for future development (1)</li> </ul> <p>Accept any other valid response.</p>	1+1

**Section B**

Question Number	Answer	Mark
13	<p>Live sound technician – sound checking Roadie – assisting with get-in and get-out</p>  <p>If more than one line is drawn from a single box, this box scores zero.</p>	2

Question Number	Answer	Mark
14	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Charge the participants a small fee for attending</li> <li>• Ask for donations/crowdfunding</li> <li>• Put on a concert/event/fundraiser</li> <li>• Sponsorship</li> <li>• Add small extra charge to tickets for other events to support community workshops</li> <li>• Apply for a relevant grant or funding</li> </ul> <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
15	<p>Award <b>one</b> mark for identification of a reason and <b>one</b> additional mark for appropriate related explanation.</p> <ul style="list-style-type: none"> <li>• Check the number of attendees expected (1) so that the correct amount of resources can be prepared (1)</li> <li>• Warm up (1) so they are ready to start without straining or damaging anything (1)</li> <li>• Put out enough seating for the expected number (1) so everyone has a place to sit and time does not have to be wasted locating further seating (1)</li> <li>• Practise material for the workshop (1) to ensure she is on top of the requirements for the workshop (1)</li> <li>• Sound check (1) to ensure sound is balanced (1)</li> <li>• Set up required equipment/materials (1) so that the workshop can run efficiently (1)</li> <li>• Ensure equipment is safe to use/set up safely (1) to avoid any accidents, trips, etc. (1)</li> <li>• Check/test equipment (1) to ensure it is fit for purpose (1)</li> <li>• Tune up any instruments required (1) so time is not wasted during the workshop (1)</li> </ul> <p>Accept any other valid response.</p>	1+1



Question Number	Answer	Mark
16	<p>Award <b>one</b> mark per identification and <b>one</b> additional mark per appropriate expansion up to a maximum of <b>four</b> marks.</p> <ul style="list-style-type: none"> <li>• Designed for multi-purpose use (1) so is likely to have a suitable space (1)</li> <li>• Likely to be in an accessible location near the community (1) so that travel is easy for those who wish to attend (1)</li> <li>• Purpose of the venue is to serve the community (1) so time should be available in scheduling for such events (1)</li> <li>• Likely to be cheaper (1) as the centre is likely to have funding due to community status (1)</li> <li>• Purpose of the centre will be to provide such events for the community (1) so workshops will be welcomed as part of that brief (1)</li> <li>• Likely to be available both during the day and in the evenings (1) meaning workshops can be scheduled for various times of day to suit participants (1)</li> <li>• Likely to provide useful facilities such as car park, toilets, etc. (1) which would be convenient for attendees (1)</li> <li>• Likely to be a hub for artistic ventures (1) so may attract a variety of skilled artists who could contribute to workshops and other events (1)</li> <li>• Will have equipment to use (1) so does not have to be hired (1)</li> <li>• An appropriate amount of space (1) so groups of a reasonable size can attend (1)</li> </ul> <p>Accept any other valid response.</p>	<p>1+1 1+1</p>

Question Number	Indicative content	Mark
17	<p>Responses may include the following. Factors to consider may include discussion of:</p> <ul style="list-style-type: none"> <li>• Financial stability – regular full-time, permanent employment vs current freelance work, some casual, plus self-employment as a musician.</li> <li>• Benefits – full-time job would include holiday pay, pension and possible other benefits whereas casual/freelance/self-employed would not.</li> <li>• Viability and potential – assessment of likelihood of success in own musical work as opposed to a steady wage.</li> <li>• Loss of creative time – the impact of losing time to be creative and instead doing a job that is less creative; different kinds of job fulfilment; the creative benefits that the full-time employment may actually bring; the possibility of still having some free time for creative endeavours.</li> <li>• Lifestyle – comparison of time constraints: <ul style="list-style-type: none"> <li><u>Full-time job:</u> <ul style="list-style-type: none"> <li>- may have regular hours and require attendance on a regular basis throughout the year</li> <li>- days/time off would be known in advance, but holidays may need to be negotiated</li> <li>- number of hours each week likely to be steady.</li> </ul> </li> <li><u>With current arrangement:</u> <ul style="list-style-type: none"> <li>- hours may be sporadic, busy one week and then not the next</li> <li>- workshops may only be for a fixed period and may not run throughout the year, leading to periods without this payment</li> <li>- creative work depends on generating own opportunities so can be time-consuming and may not always result in paid work</li> <li>- choose which projects to work on and which to refuse, so has more control over own hours. Can work as little or as much as desired, which would also affect level of income accordingly.</li> </ul> </li> </ul> </li> <li>• Future potential – how both options might affect standard of living in the future: a steady wage will always be reliable but likely to need to continue in employment until retirement in order to cover expenses; current employment leaves possibility for greater success, which might affect future lifestyle but might also result in less remuneration which would then have a negative effect.</li> </ul> <p>Accept any other valid response.</p>	8
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1–3 marks	A few key points identified, <b>or</b> 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.	

### Section C

Question Number	Answer	Mark
18	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks.</p> <p>1.</p> <ul style="list-style-type: none"> <li>• Music journalist</li> <li>• Journalist</li> <li>• Reporter</li> <li>• Critic</li> <li>• Reviewer</li> <li>• Blogger</li> </ul> <p>2.</p> <ul style="list-style-type: none"> <li>• A&amp;R</li> <li>• Artists and repertoire</li> </ul> <p>Do not accept 'talent scout'. Accept any other valid response.</p>	2

Question Number	Answer	Mark
19	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>three</b> marks.</p> <ul style="list-style-type: none"> <li>• Networking/word of mouth</li> <li>• Attend local gigs</li> <li>• Post on social media, e.g. Facebook</li> <li>• Search online</li> <li>• Contact local college or university</li> <li>• Check local paper for acts performing locally</li> <li>• Place ad in local paper</li> <li>• Place ad on local radio</li> <li>• Contact an agent</li> <li>• Posters</li> <li>• Advertise on the festival website</li> <li>• Run a Battle of the bands event</li> </ul> <p>Accept any other valid response.</p>	3

Question Number	Answer	Mark
20	<p>Award <b>one</b> mark per identification and <b>one</b> additional mark per appropriate expansion up to a maximum of <b>four</b> marks.</p> <ul style="list-style-type: none"> <li>• Ensure there are a variety of musical styles offered by the artists performing (1) so that there is more likely to be something to attract everyone (1)</li> <li>• Run the festival throughout the day and the evening (1) so that there are different times of day for people to attend (1)</li> <li>• Make sure the tickets are not too expensive (1) so everyone can afford to attend (1)</li> <li>• Offer discounts to certain segments of the population (1) so as to attract them further (1)</li> <li>• Include performers of different ages (1) as their fans are likely to vary in age accordingly (1)</li> <li>• Include other attractions, e.g. bouncy castle, ice cream van (1) that would help to attract families with children (1)</li> <li>• Include other events such as poetry or talks (1) so as to attract people who might prefer this to live music (1)</li> <li>• Have a wide array of refreshment stalls (1) so there is food and drink to everyone's taste (1)</li> <li>• Have multiple stages (1) so the audience has greater choice (1)</li> </ul> <p>Accept any other valid response.</p>	<p>1+1 1+1</p>

Question Number	Indicative content	Mark
21	<p>Responses may include the following.</p> <p><u>Beach</u></p> <ul style="list-style-type: none"> <li>+ Central location that would be easy to find</li> <li>+ Likely to attract lots of people who were already visiting the beach location</li> <li>+ Outside on a nice summer's day would be a great venue for a music festival</li> <li>+ Lots of space/large capacity</li> <li>+ Public area so probably no charge for the venue itself</li> <li>+ Would have the beach and the sea, etc. for visitors to use while attending</li> <li>- All equipment and staging, etc. would need to be hired so would add to cost of event</li> <li>- All equipment and staging, etc. would need to be set up on the beach so would require transportation and time to set up and pack away afterward</li> <li>- The weather may not be good, which could affect attendance which would therefore affect profits</li> <li>- It might rain so equipment and performers would need to be able to be covered up so as not to get wet and damaged</li> <li>- There might be problems accessing power for the equipment</li> <li>- Site could be easy to access by people who have not paid, leading to a loss of potential profit</li> <li>- There may be noise pollution issues affecting residents in the surrounding area</li> <li>- Sand may get into equipment causing damage</li> <li>- Acoustics may provide challenges</li> </ul> <p><u>Town hall</u></p> <ul style="list-style-type: none"> <li>+ Not reliant on weather so success of event not weather-dependent</li> <li>+ Equipment in situ so less likely to need to hire anything</li> <li>+ No need to transport equipment or spend time setting up from scratch</li> <li>+ Venue would be more secure than the beach so less likely for people to get in without paying</li> <li>+ Venue would have easy access to facilities such as toilets within the building, which would be convenient</li> <li>+ Venue likely to have seating, which may suit some attendees</li> <li>+ Less likely to present noise pollution issues as is an established venue and is inside rather than outside</li> <li>+ Acoustics conducive to music</li> <li>- There would be a charge for the venue</li> <li>- Capacity is limited so less tickets could be sold than on the beach meaning less potential profit</li> <li>- May be less easy to find than the beach and may have less parking or accessibility</li> <li>- People would need to know about the festival and buy tickets to attend rather than possibly stumbling across it on the beach</li> <li>- Less opportunity for extra stages, stalls, etc. which might affect potential income</li> <li>- May lack the festival atmosphere</li> </ul> <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, <b>or</b> 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.