



Mark Scheme (Results)

January 2021

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

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications website at <http://qualifications.pearson.com/en/home.html> for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at <http://qualifications.pearson.com/en/contact-us.html>

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson. Their contact details can be found on this link:
<http://qualifications.pearson.com/en/support/support-for-you/teachers.html>

You can also use our online Ask the Expert service at <https://www.edexcelonline.com>
You will need an Edexcel Online username and password to access this service.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your learners at: www.pearson.com/uk.

January 2021

Publications Code 21512E_2101_MS

All the material in this publication is copyright

© Pearson Education Ltd 2021

Unit 1: The Music Industry (21512E)

General marking guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark grids should be applied positively. Learners must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark grid, not according to their perception of where the grade boundaries may lie.
- All marks on the mark grid should be used appropriately.
- All the marks on the mark grid are designed to be awarded. Examiners should always award full marks if deserved. Examiners should also be prepared to award zero marks, if the learner's response is not rewardable according to the mark grid.
- Where judgement is required, a mark grid will provide the principles by which marks will be awarded.
- When examiners are in doubt regarding the application of the mark grid to a learner's response, a senior examiner should be consulted.

Specific marking guidance

The mark grids have been designed to assess learners' work holistically.

Rows in the grids identify the assessment focus/outcome being targeted. When using a mark grid, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches the learner's response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the assessment focus/outcome and will be modified according to how securely all bullet points are displayed at that band.
- Marks will be awarded towards the top or bottom of that band depending on how they have evidenced each of the descriptor bullet points.

Section A

Question Number	Answer	Mark
1	A Musical director	1

Question Number	Answer	Mark
2	C MU	1

Question Number	Answer	Mark
3	D Studio space	1

Question Number	Answer	Mark
4	B Public relations	1

Question Number	Answer	Mark
5	C Manage staff	1

Question Number	Answer	Mark
6	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none">• Live sound technician/music technician/studio technician/sound technician/audio technician/instrument technician• Live sound engineer/music engineer/studio engineer/sound engineer/audio engineer• Tech support <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
7	<ul style="list-style-type: none"> • PPL PRS • PRS/Performing Rights Society • PRS for Music • PPL/Phonographic Performance Ltd • MCPS/Mechanical Copyright Protection Society • MU/Musicians Union 	1

Question Number	Answer	Mark	
8	<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 • Equipment maintenance • Managing facilities • Health and safety • Liaising with clients • Organising studio schedule • Purchasing new equipment • Finance/taking payments from clients • Managing/paying staff • Booking in artists <p>Accept any other valid response.</p>	2	

Question Number	Answer	Mark
9	<p>Composer - Orchestrating and arranging Accompanist - Attending auditions</p> <p>If more than one line is drawn from a single box, this box scores zero.</p>	2

Question Number	Answer	Mark
10	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Avoiding trip hazards/untidy cables • Avoid overloading power sockets • Keep equipment maintained regularly • Ensure noise levels not exceeded • Regular PAT testing of electrical equipment • Keep liquids away from electricity <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"> • Recording studio • Manufacturing • Hire company • Agency/artist management • Design • Printing/packaging • Record company • Publishing • Production • Mastering <p>Accept marketing.</p> <p>Accept any other valid response.</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"> • Moving sound equipment (1) so it can be used in venues on tour (1) • Moving artists and crew/so that they can perform at the venue (1) • Providing tour bus (1) to ensure artist can sleep on the road (1) • Assisting with passports or visas (1) facilitating transportation abroad (1) • Providing safe transportation of instruments (1) so that they are not damaged in transit (1) • Providing storage (1) so that equipment is safe when not being used (1) • Transports catering (1) so artists and crew can be fed (1) <p>Accept any other valid response.</p>	2

Section B

Question Number	Answer	Mark
13	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none">• Social media• Advert on relevant third-party website• Artist web page• Promoter's web page• Blog/reviewer• Online music magazine• Arts website of the city <p>Accept any other valid response.</p>	1

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">• Merchandise• Sponsorship/affiliation• Percentage of food and drink sales• Sales of CDs or downloads• Membership fees from fan club• Increased website or social media traffic• Royalties• Offering VIP experiences/meet and greets etc. <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
15	<p data-bbox="411 271 1158 371">Award one mark for identification of a reason and one additional mark for appropriate related explanation.</p> <ul data-bbox="459 416 1219 1245" style="list-style-type: none"> • Scout for talent (1) so the label can make money from them (1) • Research potential new bands (1) so they might be signed to the record company (1) • Listen to demos (1) in the hope of finding an artist with potential (1) • Act as initial point of contact with record label (1) to facilitate the process of signing the artist (1) • Suggest a suitable producer for the artist (1) to enhance the style of the artist with a producer who understands and works in that style (1) • Offer creative input (1) so the artist can refine their music to suit the market (1) • Oversee artistic development (1) so the artist grows into a profitable proposition (1) • Keep on top of current musical trends (1) so they can spot artists who might take advantage of the latest popular preferences (1) • Organise guest list places for up and coming musicians (1) so they can be inspired by established bands/network (1) <p data-bbox="411 1279 884 1317">Accept any other valid response.</p>	2

Question Number	Answer	Mark
16	<p data-bbox="403 264 1209 367">Award one mark per identification and one additional mark per appropriate expansion up to a maximum of four marks.</p> <ul data-bbox="453 412 1222 1621" style="list-style-type: none"> • The time and date of performance (1) so the artist can ensure they are available (1) • The length of set (1) so the artist can confirm that have an appropriate amount of material (1) • In/out/soundcheck times (1) to ensure these are feasible for the artist (1) • The amount of fee (1) to include when and how payment will be made (1) • How the fee is calculated, e.g. percentage of door takings (1) so the artist can judge whether it will be viable (1) • Artist promotional obligations (1) such as attending promotional events or advertising on artist’s own web page and social media (1) • Artist to provide technical specification (1) so that promoter is obliged to provide venue and appropriate technical equipment (1) • Promoter obligation to provide security (1) so the artist knows they will be safe at the venue (1) • Artist rider requirements (1) so the promoter can provide the food and drink, etc. that the artist requires (1) • Details of recording rights (1) to be clear if recordings can or cannot be made and who owns these recordings (1) • Cancellation terms (1) so that if either party cancels there are agreed measures in place to compensate either party (1) • The location of the venue (1) so the artist knows where to go (1) • Signatures of the relevant parties (1) so the document is legally binding (1) <p data-bbox="403 1659 879 1693">Accept any other valid response.</p>	4

Question Number	Indicative content	Mark
17	<p>Responses may include discussion of the following areas.</p> <p><u>Size of venue:</u></p> <ul style="list-style-type: none"> • in relation to potential audience • consequences if the chosen venue is too small for the audience that attends, e.g. loss of potential earnings and crowd control issues • consequences if the chosen venue is too large, e.g. loss of atmosphere <p><u>Cost of venue:</u></p> <ul style="list-style-type: none"> • making sure cost is reasonable • ensuring costs can be covered • ticket prices, e.g. high enough to cover costs but not too high as to put people off • cost of equipment hire required • other related costs and how they factor into the overall balance <p><u>Venue facilities:</u></p> <ul style="list-style-type: none"> • what the venue has that the artist requires, e.g. suitable stage, technical staff, security, help, ease of getting equipment in • what equipment would be provided, e.g. sound and light equipment • what facilities for guests, e.g. seating, a bar, food available, parking • acoustics <p><u>Venue location:</u></p> <ul style="list-style-type: none"> • proximity to potential attendees • ease of access for attendees, e.g. roads, public transport, access for those with mobility issues • ease of access for the transport of hire equipment, e.g. roads not too narrow, room for vans or lorries to turn around easily • proximity to housing and whether the show might have some extraordinary effect that would need to be considered, above that usually expected from a venue in normal use <p><u>Type of venue:</u></p> <ul style="list-style-type: none"> • suitability for the kind of music in the show • consideration as to whether the proposed performance is of a style that is commonly put on in the venue • consideration of the venue's regular audience and whether they would be interested in attending this particular show 	8

	<ul style="list-style-type: none"> • popularity of venue - a more popular venue could be likely to sell more tickets • status of venue and how this would reflect upon the artist <p><u>Availability:</u></p> <ul style="list-style-type: none"> • is the venue free when required • can the show be put on at the desired time of day <p>Accept any other valid response.</p>	
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.	

Section C

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"> • Serve customers/good customer service • Provide advice for customers on music choices • Keep up to date with latest music releases • Ensure retail space and products are well presented/stock shelves • Order appropriate music to sell • Sell products using retail skills • Facilitate online sales/mail order • Liaise with record companies re: featuring their products <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
19	<p>Award one mark for any of the following up to a maximum of three marks.</p> <ul style="list-style-type: none"> • Make a master CD • Send master recording to manufacturers • Duplicate recording on blank CDs/press CDs • Write the text/information to be printed • Commission/design artwork • Print CD inlay/booklet • Print CD itself with name of artist and album • Assemble all items - disk, case, printed materials • Shrink wrap completed CD package • Pack in cases ready for transportation • Distribution • Register the copyright <p>Accept any other valid response.</p>	3

Question Number	Answer	Mark
20	<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"> • Quicker to obtain (1) can be downloaded from home in moments (1) • Easier to get what you want (1) as can be sourced by internet search instead of having to search a shop (1) • Cheaper (1) as downloaded version does not cost as much as hard copy to manufacture (1) • Can include bonus tracks (1) not available on the hard-copy versions (1) • Can be stored digitally (1) taking up less/no physical space (1) • Accessible (1) as can be added to phone or digital music player (1) • Can be added to own music library (1) enabling all purchased music to be stored and accessed in one place (1) • Can easily be previewed before purchase (1) ensuring the consumer likes the music before purchasing (1) • Can be stored in several digital locations (1) so is replaceable if lost or damaged (1) • More environmentally friendly (1) as no physical product requiring materials and transportation (1) • Can select which tracks from an album to purchase (1) thus avoiding paying more for tracks that are not of interest (1) <p>Accept any other valid response.</p>	4

Question Number	Indicative content	Mark
21	<p>Responses may include the following:</p> <p><u>Freelance music journalist</u></p> <ul style="list-style-type: none"> • Opportunity to work in an area that is of personal interest so increased job satisfaction • Could get paid more per hour freelancing than doing the same thing on a salary, so potential to improve lifestyle • Would need to source her own work • Could choose which contracts to take and which to refuse, giving the ability to shape her own career • Flexibility in the number of hours worked per week • Would be responsible for own tax, etc. which could be stressful • Can take time off, e.g. for a holiday when desired • Ability to decide own fees • May struggle when starting out, may not be able to find work, or get paid very much for early work • May agree a fixed fee for work and then end up taking longer than expected thus reducing the amount received per hour • May be able to do some of the work from home • May save money on travelling, work attire, lunches, etc. • Hours/times worked likely to vary from one week to the next • Hard to plan ahead as schedule likely to vary each week, especially if planning to attend lots of gigs • Need to get enough contracts or will have no income • Run your own business • Would need to make own pension arrangements • Some expenses deductible through the business • Responsible for own health insurance, etc. • Have to invoice for work and wait to get paid • Responsible for wages, tax, etc. of any employees • Would have to work unsocial hours • Would need to be constantly looking for work opportunities/less easy to switch off at the end of the day • A competitive field so may be hard to earn a living 	8

	<p><u>Full time in record shop:</u></p> <ul style="list-style-type: none"> • May experience job dissatisfaction • Job has security with reliable income each month • Work is provided, she does not have to find it herself • Has to do whatever work is given/cannot select projects • Has to work the number of hours the company gives you/are agreed for each week • Has to book holiday or time off in advance or by arrangement • May not be able to take time off when desired • Get paid a fixed rate per hour, week or month • Paid per hour for as long as the work takes • Have to travel to a workplace each day • Can plan ahead as regular hours/days worked the same each week • Paid at same time each month • Tax and NI handled for her, which is easier • Company may offer company pension and other perks <p>Accept any other valid response.</p>	
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.	

Ofqual



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Pearson Education Limited. Registered company number 872828
with its registered office at 80 Strand, London, WC2R 0RL, United Kingdom

