

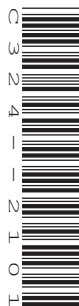
Tuesday 12 January 2021 – Morning

Level 3 Cambridge Technical in Performing Arts

05853/05876 Unit 32: Arts administration

Time allowed: 2 hours

C324/2101



No extra materials are needed.

Please write clearly in black ink.

Centre number

Candidate number

First name(s) _____

Last name _____

Date of birth

INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. If you need extra space, use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer **all** the questions.

INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [].
- This document has **16** pages.

ADVICE

- Read each question carefully before you start your answer.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/2
2	/4
3	/2
4	/4
5	/2
6	/4
7	/2
8	/4
9	/18
10	/18
Total	/60

Answer **all** the questions.

For the purposes of the following tasks you should assume the role of an Arts Administrator.

Read the following scenario.

Scenario

Up There is a successful touring performance company, specialising in musical theatre productions. The company performs well-known shows as well as some lesser-known works. *Up There* believes that musical theatre is for everyone and the company takes its sell-out shows to a range of venues.

As Arts Administrator for *Up There*, you are one of three full-time employees. The other full-time roles are the Technical Manager and the Artistic Director. All other roles, including the performers, are undertaken by freelance practitioners on a show-by-show basis.

Up There is a commercial company whose work is funded through ticket sales and the selling of merchandise. The company like to perform in popular venues where it can guarantee a good turn out and put ‘bums on seats’!

The current production you are planning is a regional tour of a new musical, covering themes aimed to engage a younger audience with the company’s work. The tour will take the show to venues that are new for the company, as well as those where the company has performed previously.

Questions 1 and 2

1 A key part of your role is planning.

You take direct responsibility for preparing rehearsal schedules.

Explain **one other** planning responsibility you are responsible for in preparing a new production.

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..... [2]

2 You are also responsible for keeping the health and safety policy up to date.

Explain **two** areas of your health and safety planning where you would need to liaise with the other full-time employees.

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2

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[4]

Questions 3 and 4

3 As part of your role, you undertake marketing responsibilities. One responsibility is making decisions about where to advertise the show.

Explain **one other** marketing decision you will undertake as part of your role.

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..... [2]

4 In order to understand if marketing activities are effective, you will report on the success of the marketing activities for this project.

Explain **two** ways you will measure the impact of your marketing decisions.

1

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[4]

Questions 5 and 6

5 As part of your role, you are looking to book venues where the company has not previously performed in order to attract a wider audience for your work.

Explain **one** consideration when booking a new venue that will enable you to attract a younger audience.

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..... [2]

6 It is important for your company to maintain their loyal audience as well as to attract new audience members.

Explain **two other** considerations you will have when looking at a possible new venue, to know if they have the potential to attract existing audience.

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[4]

Questions 7 and 8

7 It is essential that the show generates sufficient income and that the company upholds an excellent reputation.

As part of your checks you will closely monitor ticket sales.

Explain **one other** way you will be able to monitor the quality of the work.

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..... [2]

8 The publisher of a new musical would like to sponsor your performance of this piece.

Explain **two** aspects of the agreement between *Up There* and the sponsor you would need to put in place to formalise this arrangement.

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Read the additional information and answer the following two questions.

Additional Information

Although you are an experienced Arts Administrator, this tour presents some additional challenges and opportunities for you and the company.

The venues you have not visited before are one example of this, as some of them are run by volunteers and they do not employ a full-time Arts Administrator.

- 9 Analyse the planning requirements you need to put in place to ensure the bookings to this type of venue are fully viable. [18]

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Part of your marketing strategy has been to promote a high-profile celebrity who is performing in the show.

With just a few days to go, you are informed that the celebrity is making several demands for additional requirements backstage at each venue.

Some venues are not able to meet the celebrity's demands and in addition to this, other performers are raising concerns about not being treated fairly.

10 As the Arts Administrator, you have been asked to evaluate the options for the Artistic Director as a matter of urgency.

Evaluate your options from which you can suggest practical ways forward to the Artistic Director.

[18]

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END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins – for example, 2 or 9.

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