Music Business Handbook and Career Guide 11th edition Baskerville Test Bank

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Chapter 2: The Digital Millennium

1. When the cost to manufacture a CD was cut in half, record companies quickly passed this savings along to the consumer in order to gain market share.
a. True
*b. False
Cognitive Domain: Knowledge
Answer Location: The Double-Edged Sword
Question Type: TF

2. Throughout much of the 20th century, the technological changes that affected the industry were primarily the phonograph and broadcasting. As the 20th century gave way to the 21st, a third new force took the stage. What was that force?
*a. Preferred answer: digital technology. Less preferable answers: P2P, file sharing, Internet.
Cognitive Domain: Knowledge
Answer Location: Chapter Introduction
Question Type: SA

3. The CD was eclipsed in the digital millennium by streaming and downloading because the compact disc was an analog format.
a. True
*b. False
Cognitive Domain: Knowledge
Answer Location: Note
Question Type: TF

4. Because consumers initially paid more for CDs than cassettes, record labels raised artist royalty percentages in the first years of the format's rise.
a. True
*b. False
Cognitive Domain: Knowledge
Answer Location: The Double-Edged Sword
Question Type: TF

5. The rise of P2P file sharing in the 1990s boosted the overall sale of CDs in the United States due to greatly heightened consumer awareness of new artists.
a. True
*b. False
Cognitive Domain: Knowledge
Answer Location: Internet Synergy
Question Type: TF

6. Unlike previous physical formats, the CD could be copied only with a perceivable loss to fidelity.
a. True
*b. False
Cognitive Domain: Knowledge
Answer Location: The Double-Edged Sword
Question Type: TF

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7. The AHRA and DMC copyright acts, targeted to halt the tide of illegal digital downloading, succeeded in this mission.
a. True
*b. False
Cognitive Domain: Knowledge
Answer Location: Labels Sow Seeds of Self-Destruction
Question Type: TF

8. The RIAA strategy of suing copyright infringers for illegal downloading was_____.
*a. successful in winning civil judgments against some infringers
b. successful in stemming the decline in CD sales
c. a public relations triumph for the record industry as a whole
d. supported by The Pirate Bay in order to discourage its competitors
Cognitive Domain: Knowledge
Answer Location: Labels Sow Seeds of Self-Destruction
Question Type: MC

9. The advent of digital recording equipment allowed high-end recordings to be made without incurring high-end production costs.
*a. True
b. False
Cognitive Domain: Knowledge
Answer Location: Smaller, Cheaper, Faster, Better (?)
Question Type: TF

10. Although the digital age revolutionized the recording process, ultimately it had little impact on the processes of distribution and promotion.
a. True
*b. False
Cognitive Domain: Knowledge
Answer Location: Smaller, Cheaper, Faster, Better (?)
Question Type: TF

11. During the digital age, the ease of music copying has changed the attitude of a generation of music consumers to think of music as being free of cost to them.
*a. True
b. False
Cognitive Domain: Knowledge
Answer Location: The Digital Future
Question Type: TF

12. The ease of downloading single songs increased overall label revenue substantially because it was so much more attractive to consumers than being forced to buy only full albums.
a. True
*b. False
Cognitive Domain: Knowledge
Answer Location: iTunes Arrives

Question Type: TF

13. Without an intimate familiarity of the historical recording industry, technology upstarts such as Apple were caught flat-footed in trying to make money from recorded music when competing with traditional labels that commanded hard-earned expertise and deep talent relationships.
a. True
*b. False
Cognitive Domain: Knowledge
Answer Location: iTunes Arrives
Question Type: TF

14. In the first decade of the 21st century, global recorded music sales changed by approximately how much?
a. Declined by 90%
*b. Declined by half
c. Doubled
d. Tripled
Cognitive Domain: Knowledge
Answer Location: Chapter Introduction
Question Type: MC

15. The expression *DSP* stands for_____.
a. displayed special price
b. designated stereo player
*c. digital signal processing
d. DeNovo sampling protocol
Cognitive Domain: Knowledge
Answer Location: The Double-Edged Sword
Question Type: MC

16. Which two large companies initially collaborated on the introduction of the CD format?
*a. Sony and Phillips
Cognitive Domain: Knowledge
Answer Location: Chapter Introduction
Question Type: SA

17. The Audio Home Recording Act (AHRA) stipulated by whom and for what purpose digital copies could be legitimately made.
*a. True
b. False
Cognitive Domain: Knowledge
Answer Location: Labels Sow Seeds of Self-Destruction
Question Type: TF

18. In 2012, copyright holders lost their legislative battle to stop infringement with the blockage of the Stop Online Piracy Act (SOPA).
*a. True
b. False

Cognitive Domain: Knowledge
Answer Location: Labels Sow Seeds of Self-Destruction
Question Type: TF

19. In the last few decades, what were some of the impacts of advancing technology on the process of producing recorded music?
*a. Lowered the cost of making a record, led to contraction in the business of recording studios, and lessened the need for labels to bankroll production.
Cognitive Domain: Comprehension
Answer Location: Smaller, Cheaper, Faster, Better (?)
Question Type: ESS

20. In the early 21st century, which company was regarded as the dominant supplier of multitrack digital audio workstations?
*a. Avid (or Pro Tools)
Cognitive Domain: Knowledge
Answer Location: Smaller, Cheaper, Faster, Better (?)
Question Type: SA

21. Though hard-disk technology dominates in home-based and semi-pro production, superstars with large recording budgets today almost always prefer working with analog tape.
a. True
*b. False
Cognitive Domain: Knowledge
Answer Location: Smaller, Cheaper, Faster, Better (?)
Question Type: TF

22. Most of the artists signed by labels in the last nearly 50 years never recouped the costs of their recordings.
*a. True
b. False
Cognitive Domain: Knowledge
Answer Location: The Economics of Digital Distribution: Change and Evolution
Question Type: TF

23. Your textbook asserts that because of economic pressure on their profit margins, record labels rarely today act as banks.
a. True
*b. False
Cognitive Domain: Knowledge
Answer Location: The Economics of Digital Distribution: Change and Evolution
Question Type: TF

24. In 2008, Apple's iTunes allowed labels more flexibility on consumer pricing in return for the labels permitting Apple to discontinue DRM constraints on downloaded files.
*a. True
b. False
Cognitive Domain: Knowledge

Answer Location: iTunes Arrives
Question Type: TF

25. The rise of streaming as a delivery mechanism is more lucrative for artists than the download business model because royalty rates (per listening experience) are proportionally higher.
a. True
*b. False
Cognitive Domain: Knowledge
Answer Location: Streaming
Question Type: TF

26. Give an example of a large company that was not a record label that in the digital era has achieved significant market share in the global music business.
*a. Apple (other answers may be acceptable)
Cognitive Domain: Knowledge
Answer Location: iTunes Arrives
Question Type: SA

27. Your textbook argues that although the music business has shed some of its mystique and glamour, it has become a viable career choice in more ways and for more people than ever before.
*a. True
b. False
Cognitive Domain: Knowledge
Answer Location: The Digital Future
Question Type: TF

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