

ch8

Student: _____

1. Thomas Edison, the inventor of the phonograph, thought it would be useful as a dictation machine.
True False
2. When radio began to gain popularity, sales of records and record players skyrocketed.
True False
3. TV's rising popularity affected radio, but not the recording industry.
True False
4. Rock music has roots in several musical genres, including rhythm and blues.
True False
5. The dawn of the 60s brought a new clean-cut breed of rock star, thanks to American record companies' desires to increase profits.
True False
6. Although some American recording artists were prominent during the 1960s, the music scene became dominated by the "British Invasion."
True False
7. Heavy metal music emerged as rock became part of the counterculture.
True False
8. Sales of CD albums have been slowly declining since 1980.
True False
9. The Sony Walkman was the first device that enabled consumers to easily take their recorded music with them.
True False
10. The music industry can be divided into three main segments: production, distribution, and consumption.
True False
11. Rack jobbers are record distributors who sell directly to the consumer.
True False
12. Ownership in the recording industry is less concentrated than any other media industry.
True False
13. In the recording industry, the distribution department is responsible for getting music played on radio stations.
True False
14. Increased revenue from digital sales of music offsets lost revenue from the decline of CD sales.
True False
15. The *Billboard* charts are the recording industry's most significant source of feedback.
True False

16. The gramophone recorded onto a disk; its predecessor (the graphophone) recorded onto a:
 - A. paper wheel
 - B. cylinder
 - C. nickelodeon
 - D. plastic tube
 - E. clay rod
17. At the dawn of the 1900s, visitors to penny arcades and amusement parks could pay five cents and listen to a brief recording through a machine called a _____.
 - A. jukebox
 - B. cylindrical recorder
 - C. Berliner
 - D. nickelodeon
 - E. penny gramophone
18. By World War I, record players were commonplace and the recording industry enjoyed a boom period that lasted until:
 - A. radio gained popularity
 - B. the Jazz Age
 - C. the Great Depression
 - D. World War II
 - E. the mid 1960s
19. The Great Depression had a severe impact on the recording industry, but thanks to the _____, the industry again became profitable.
 - A. jukebox
 - B. merger of RCA and Columbia
 - C. sale of sheet music
 - D. popularity of dance competitions
 - E. evolution of jazz
20. By 1960, record companies wanted to clean up rock's image
 - A. which had been hurt when Elvis joined the Army
 - B. even though Payola hadn't done any harm
 - C. but couldn't find any musicians that would fit the desired new image
 - D. because rock had so much money-making potential
 - E. because the RIAA code didn't allow indecency
21. Rock music became part of the counterculture in
 - A. late 50s - early 60s
 - B. late 60s - early 70s
 - C. late 70s - early 80s
 - D. late 80s - early 90s
 - E. late 90s - early 00s
22. The iPod is notable because it:
 - A. created a whole new cottage industry (iPod accessories)
 - B. allowed "podcasts"
 - C. introduced a new business model
 - D. gave birth to a new radio format
 - E. all of these
23. In the recording industry, revenue _____.
 - A. has not been affected by illegal downloads
 - B. from legal downloads is decreasing
 - C. from CD album sales is increasing
 - D. all of these
 - E. none of these

24. Which of the following is NOT a defining feature of the recording industry?
- A. it is a cultural force
 - B. it is an international enterprise
 - C. it has been the center of social controversy
 - D. it has never been interested in the counter-culture
 - E. it is a unique blend of business and talent
25. Which of the following best fits into the *talent* segment of the recording industry?
- A. audio engineers
 - B. promoters
 - C. rack jobbers
 - D. musicians
 - E. packagers
26. Which of these is not one of the six main outlets for music distribution?
- A. direct retail
 - B. rack jobbers
 - C. one-stops
 - D. independent distributors
 - E. direct download
27. One-stops are most closely associated with the _____ segment of the recording industry.
- A. talent
 - B. production
 - C. distribution
 - D. retail
 - E. management
28. Which of the following types of retailers is increasingly important to the recording industry?
- A. big chains (Sam Goody)
 - B. mass merchandisers (Wal-Mart)
 - C. bookstores (Borders)
 - D. local independent record stores
 - E. record clubs
29. A&R people are most closely associated with the _____ segment of the recording industry.
- A. talent
 - B. production
 - C. distribution
 - D. retail
 - E. management
30. Touring arrangements are made by a record company's _____ department.
- A. A&R
 - B. artist development
 - C. business
 - D. advertising and merchandising
 - E. field activity
31. Recording different instruments and singers separately is possible due to:
- A. advances in duplication technology
 - B. the producer's creative input
 - C. overdubbing and equalization
 - D. multitrack recording
 - E. digital recording

32. Profits for the recording industry have decreased since 2000, in part due to:
- A. illegal file sharing
 - B. changes in copyright laws
 - C. higher prices for CDs
 - D. the continued popularity of the cassette format
 - E. all of these
33. _____ provide(s) the key source of feedback to the music industry.
- A. *Billboard* magazine
 - B. *Radio & Recording Weekly*
 - C. focus group interviews
 - D. *Tuesday Morning Magazine*
 - E. surveys in both small and large markets
34. Detailed research into the audiences for recorded music:
- A. is even more important than for other media
 - B. is not typically undertaken
 - C. factors into decisions about what artists to sign, but not when recordings should be released
 - D. reveals that the youth audience spends significantly more on music than do people over 30
 - E. shows that males purchase about three times as much music as females do
35. Which of the following is true?
- A. The percent of the money spent on prerecorded music is evenly divided between males and females
 - B. Spending by teens 19 and under on prerecording music declined
 - C. People over 30 account for the majority of money spent on prerecorded music
 - D. All of these
 - E. None of these

ch8 Key

1. Thomas Edison, the inventor of the phonograph, thought it would be useful as a dictation machine.
TRUE
2. When radio began to gain popularity, sales of records and record players skyrocketed.
FALSE
Dominick - Chapter 08 #1
3. TV's rising popularity affected radio, but not the recording industry.
FALSE
Dominick - Chapter 08 #2
4. Rock music has roots in several musical genres, including rhythm and blues.
TRUE
Dominick - Chapter 08 #3
5. The dawn of the 60s brought a new clean-cut breed of rock star, thanks to American record companies' desires to increase profits.
TRUE
Dominick - Chapter 08 #4
6. Although some American recording artists were prominent during the 1960s, the music scene became dominated by the "British Invasion."
TRUE
Dominick - Chapter 08 #5
7. Heavy metal music emerged as rock became part of the counterculture.
TRUE
Dominick - Chapter 08 #6
8. Sales of CD albums have been slowly declining since 1980.
FALSE
Dominick - Chapter 08 #7
9. The Sony Walkman was the first device that enabled consumers to easily take their recorded music with them.
TRUE
Dominick - Chapter 08 #8
10. The music industry can be divided into three main segments: production, distribution, and consumption.
FALSE
Dominick - Chapter 08 #9
11. Rack jobbers are record distributors who sell directly to the consumer.
FALSE
Dominick - Chapter 08 #10
12. Ownership in the recording industry is less concentrated than any other media industry.
FALSE
Dominick - Chapter 08 #11
13. In the recording industry, the distribution department is responsible for getting music played on radio stations.
FALSE
Dominick - Chapter 08 #12
14. Increased revenue from digital sales of music offsets lost revenue from the decline of CD sales.
FALSE
Dominick - Chapter 08 #13
Dominick - Chapter 08 #14

15. The *Billboard* charts are the recording industry's most significant source of feedback.

TRUE

Dominick - Chapter 08 #15

16. The gramophone recorded onto a disk; its predecessor (the graphophone) recorded onto a:

A. paper wheel
B. cylinder
C. nickelodeon
D. plastic tube
E. clay rod

Dominick - Chapter 08 #16

17. At the dawn of the 1900s, visitors to penny arcades and amusement parks could pay five cents and listen to a brief recording through a machine called a _____.

A. jukebox
B. cylindrical recorder
C. Berliner
D. nickelodeon
E. penny gramophone

Dominick - Chapter 08 #17

18. By World War I, record players were commonplace and the recording industry enjoyed a boom period that lasted until:

A. radio gained popularity
B. the Jazz Age
C. the Great Depression
D. World War II
E. the mid 1960s

Dominick - Chapter 08 #18

19. The Great Depression had a severe impact on the recording industry, but thanks to the _____, the industry again became profitable.

A. jukebox
B. merger of RCA and Columbia
C. sale of sheet music
D. popularity of dance competitions
E. evolution of jazz

Dominick - Chapter 08 #19

20. By 1960, record companies wanted to clean up rock's image

A. which had been hurt when Elvis joined the Army
B. even though Payola hadn't done any harm
C. but couldn't find any musicians that would fit the desired new image
D. because rock had so much money-making potential
E. because the RIAA code didn't allow indecency

Dominick - Chapter 08 #20

21. Rock music became part of the counterculture in

A. late 50s - early 60s
B. late 60s - early 70s
C. late 70s - early 80s
D. late 80s - early 90s
E. late 90s - early 00s

Dominick - Chapter 08 #21

22. The iPod is notable because it:
- A. created a whole new cottage industry (iPod accessories)
 - B. allowed "podcasts"
 - C. introduced a new business model
 - D. gave birth to a new radio format
 - E.** all of these

Dominick - Chapter 08 #22

23. In the recording industry, revenue ____.
- A. has not been affected by illegal downloads
 - B. from legal downloads is decreasing
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 - D. all of these
 - E.** none of these

Dominick - Chapter 08 #23

24. Which of the following is NOT a defining feature of the recording industry?
- A. it is a cultural force
 - B. it is an international enterprise
 - C. it has been the center of social controversy
 - D.** it has never been interested in the counter-culture
 - E. it is a unique blend of business and talent

Dominick - Chapter 08 #24

25. Which of the following best fits into the *talent* segment of the recording industry?
- A. audio engineers
 - B. promoters
 - C. rack jobbers
 - D.** musicians
 - E. packagers

Dominick - Chapter 08 #25

26. Which of these is not one of the six main outlets for music distribution?
- A. direct retail
 - B. rack jobbers
 - C. one-stops
 - D.** independent distributors
 - E. direct download

Dominick - Chapter 08 #26

27. One-stops are most closely associated with the _____ segment of the recording industry.
- A. talent
 - B. production
 - C.** distribution
 - D. retail
 - E. management

Dominick - Chapter 08 #27

28. Which of the following types of retailers is increasingly important to the recording industry?
- A. big chains (Sam Goody)
 - B.** mass merchandisers (Wal-Mart)
 - C. bookstores (Borders)
 - D. local independent record stores
 - E. record clubs

Dominick - Chapter 08 #28

29. A&R people are most closely associated with the _____ segment of the recording industry.
A. talent
B. production
C. distribution
D. retail
E. management

Dominick - Chapter 08 #29

30. Touring arrangements are made by a record company's _____ department.
A. A&R
B. artist development
C. business
D. advertising and merchandising
E. field activity

Dominick - Chapter 08 #30

31. Recording different instruments and singers separately is possible due to:
A. advances in duplication technology
B. the producer's creative input
C. overdubbing and equalization
D. multitrack recording
E. digital recording

Dominick - Chapter 08 #31

32. Profits for the recording industry have decreased since 2000, in part due to:
A. illegal file sharing
B. changes in copyright laws
C. higher prices for CDs
D. the continued popularity of the cassette format
E. all of these

Dominick - Chapter 08 #32

33. _____ provide(s) the key source of feedback to the music industry.
A. *Billboard* magazine
B. *Radio & Recording Weekly*
C. focus group interviews
D. *Tuesday Morning Magazine*
E. surveys in both small and large markets

Dominick - Chapter 08 #33

34. Detailed research into the audiences for recorded music:
A. is even more important than for other media
B. is not typically undertaken
C. factors into decisions about what artists to sign, but not when recordings should be released
D. reveals that the youth audience spends significantly more on music than do people over 30
E. shows that males purchase about three times as much music as females do

Dominick - Chapter 08 #34

35. Which of the following is true?
A. The percent of the money spent on prerecorded music is evenly divided between males and females
B. Spending by teens 19 and under on prerecording music declined
C. People over 30 account for the majority of money spent on prerecorded music
D. All of these
E. None of these

Dominick - Chapter 08 #35

ch8 Summary

<u>Category</u>	<u># of Questions</u>
Dominick - Chapter 08	35