

Thursday 9 January 2025 – Morning

Level 3 Cambridge Technical in Performing Arts

05853/05876 Unit 32: Arts administration

Time allowed: 2 hours

C324/2501



No extra materials are needed.



Please write clearly in black ink. **Do not write in the barcodes.**

Centre number

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Candidate number

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First name(s)

Last name

Date of birth

D	D	M	M	Y	Y	Y	Y
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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 **20** pages.

ADVICE

- Read each question carefully before you start your answer.

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

Read the following scenario.

Scenario

Chills and Thrills Touring Theatre Company is planning its latest tour – a production of a well-known murder mystery.

This production will tour over several weeks and play at various locations, including community-based venues as well as schools. The company hopes to reach as many community audiences as possible.

Chills and Thrills Touring Theatre Company is committed to making quality theatre available to all. The company is partly funded through a public sector grant so that it can offer tickets at a reasonable price.

The show will have full production values and a large cast, including some well-known names. The company has brought together a dynamic team to make the production a theatre experience to remember.

As Arts Administrator, you will oversee the planning, running and evaluation stages of the tour. You will be one of a small number of full-time contracted employees and will report directly to the Company Director. You have a key role in making the tour a success.

If previous *Chills and Thrills* productions are anything to go by, this will be a demanding, yet fulfilling, opportunity to advance your career and showcase your administrative know-how.

**Chills and Thrills Touring Theatre Company* is a fictional company for the purposes of this task.

The following questions relate to the roles and responsibilities you will undertake as the Arts Administrator for the *Chills and Thrills* tour.

Questions 1 and 2

Being responsible for Health and Safety is a key part of your role. You have checked the company has sufficient insurance for the tour.

1 Explain **one** type of insurance the company will have in place and state why this is needed.

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..... [2]

2 A risk assessment will need to be completed, specifically relating to the performances in schools.

Explain **two** potential risks you will include in the risk assessment.

1

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2

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[4]

Questions 3 and 4

Another important part of your role is making sure all policies are up to date.

3 Explain **one** policy that will need to be up to date for this tour.

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..... [2]

4 Freelance contracts will be offered to several people for the tour.

Explain **two** policies that will be needed to ensure the company fulfils its legal obligations relating to contracting freelancers.

1

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2

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[4]

Questions 5 and 6

Marketing and promotion are crucial for the success of the tour.

5 Explain **one** marketing method that could be used to promote the tour.

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..... [2]

6 Market research will also be needed.

Explain **two** reasons why *Chills and Shrivels Touring Theatre Company* would undertake market research.

1

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2

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[4]

Questions 7 and 8

As part of your everyday responsibilities, you will be involved in several different operational areas.

7 Explain **one** responsibility that comes under the operational area of finance.

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..... [2]

8 You will be asked to report on the success of the tour.

Explain **two** ways in which this type of reporting could support the operational area of product and services.

1

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2

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[4]

7
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Turn over for the next question

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A series of 25 horizontal dotted lines spanning the width of the page, providing a template for handwriting practice.

A series of horizontal dotted lines for writing, consisting of 25 lines spaced evenly down the page.

EXTRA ANSWER SPACE

If you need extra space use these lined pages. You must write the question numbers clearly in the margin.

A large area of the page is filled with horizontal dotted lines, intended for writing answers. A vertical solid line runs down the left side of this area, creating a margin for writing question numbers.

A large area of the page is reserved for writing, featuring a vertical solid line on the left side and horizontal dotted lines extending across the page.



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