

Write your name here

Surname

Other names

**Pearson**  
**Edexcel GCE**

Centre Number

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Candidate Number

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# Economics and Business

## Advanced

### Unit 4B: The Wider Economic Environment and Business

Wednesday 18 June 2014 – Morning  
**Time: 1 hour 30 minutes**

Paper Reference

**6EB04/01**

**You must have:**

Insert containing all source material (enclosed)

Total Marks

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### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions in Section A and Section B.
- Answer the questions in the spaces provided – *there may be more space than you need.*
- You may use a calculator.

### Information

- The total mark for this paper is 80.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your response to Questions 7(a) and 7(b) in Section B. These questions are indicated with an **asterisk\*** – *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*
- Candidates are expected to be familiar with Evidence A to I for this paper before the examination.

### Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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**PEARSON**

## SECTION A

**Evidence A to I was pre-issued before the date of the examination.**

**Using ALL the evidence and your own knowledge, answer all six questions (total 30 marks).**

**Time allowed (35 minutes).**

### Additional Evidence J

#### Tackle this obesity crisis, Mr Cameron

In 2011 Michael Gove dismantled the network of school sports co-ordinators that had increased the amount of exercise undertaken by pupils – an inexpensive response to inactive lifestyles.

Gove also seems determined to remove another successful merit good inherited from the Labour Government: healthy school food. Balanced lunches are thought to improve pupil behaviour and concentration. Some academies (a type of school) are now choosing not to serve nutritious lunches and, can also sell sweets and crisps in vending machines – a practice the previous government banned. As the number of academies grows, the number of pupils guaranteed healthy lunches declines. This may be made worse as Gove has ended a subsidy to improve school canteens.

Health Secretary Andrew Lansley prefers voluntary deals with the food industry to legislation, but celebrity chef Jamie Oliver condemns this policy.

Terence Stephenson, Professor of Child Health, recommends “fat taxes”, limits on fast-food outlets near schools and the banning of “irresponsible” marketing of unhealthy foods which can lead to social costs.



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(Source: adapted from The Observer 22 April 2012 – image: [http://image.guardian.co.uk/sys-images/Arts/Arts\\_/Pictures/2007/08/15/jamieoliver460.jpg](http://image.guardian.co.uk/sys-images/Arts/Arts_/Pictures/2007/08/15/jamieoliver460.jpg))



1 What is meant by the term 'merit good'? (See Evidence J, line 6.)

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**(Total for Question 1 = 2 marks)**

2 What is meant by the term 'social costs'? (See Evidence J, line – 18.)

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**(Total for Question 2 = 2 marks)**



**3** Explain **one** reason why Michael Gove’s removal of a subsidy may lead to a decline in the number of healthy lunches. (See Evidence J, line 12.)

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**(Total for Question 3 = 4 marks)**



4 Explain **one** wider economic consequence of UK obesity.

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**(Total for Question 4 = 4 marks)**



5 Analyse **two** reasons why the 2012 UK Government budget might lead to increased inequality.

Ruled area for writing the answer to Question 5.

(Total for Question 5 = 8 marks)



**6** Assess the case for providing, for all schoolchildren, free school meals from general taxation.

A series of horizontal dotted lines for writing an answer to question 6.



(Total for Question 6 = 10 marks)

**TOTAL FOR SECTION A = 30 MARKS**





**SECTION B**

**Decision-making report**

**Using ALL the evidence and your own knowledge, answer both parts of the question (total 50 marks).**

**Time allowed (55 minutes).**

**7 \*a)** Assess the economic case for limiting free NHS treatment of obese patients.

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Handwriting practice area with 20 horizontal dotted lines.



Blank writing area with horizontal dotted lines.



\*(b) Evaluate the extent to which the UK Government should regulate the food industry.

(30)

A series of horizontal dotted lines for writing the answer.



Handwriting practice area with 25 horizontal dotted lines.



Handwriting practice area with 20 horizontal dotted lines.



(Total for Question 7 = 50 marks)

**TOTAL FOR SECTION B = 50 MARKS**  
**TOTAL FOR PAPER = 80 MARKS**



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