

GCE 2005  
*January Series*



# Mark Scheme

## General Studies Specification B

### Unit GSB1 – Conflict

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Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

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*Dr Michael Cresswell Director General*

# General Studies

## *Specification B*

### Unit 1

### (GSB1 Conflict)

**Answers given in the mark scheme are not necessarily definitive. Other valid points must be credited, even if they do not appear in the mark scheme.**

Marks should be awarded in these bands:

#### **11 - 15 (Band One)**

- A good response showing knowledge and understanding of the topic and the issues covered.
- Clear and accurate expression used with no significant errors of style, spelling or grammar, ensuring a logical and relevant response.
- Evidence is well marshalled, ensuring interpretation and evaluation and thus allowing a valid and thoughtful conclusion to be reached.

#### **6 - 10 (Band Two)**

- A competent response showing some knowledge and understanding of the topic and the issues covered.
- Reasonably clear and accurate expression used with relatively few errors of style, spelling or grammar, ensuring a fairly logical and relevant response.
- Evidence is moderately well marshalled, ensuring some interpretation and evaluation and thus allowing a valid conclusion to be drawn, though there may be a lack of structure and balance.

#### **1 - 5 (Band Three)**

- A limited response showing little knowledge and understanding of the topic and the issues covered.
- Poor and inaccurate expression used with significant errors of style, spelling or grammar leading to a rather illogical and/or irrelevant response.
- Evidence is poorly marshalled, ensuring little interpretation and evaluation and thus leading to little or no valid conclusion, with a possibility of assertions being made from no hard evidence.

#### **0 (Band Four)**

- No response or no relevant points.

**1 “It is always the right thing to do to finance medical advances.”****How far do you agree with this?****(15 marks)****Is the right thing to do:**

- (a) people may live longer through advances e.g. heart and kidney transplants
- (b) people may have a better quality of life because of medical advances
- (c) major diseases can be eradicated so that the whole world can benefit
- (d) patients can remain alive in the hope that further medical advances can provide cures e.g. stem-cell innovations re. spinal injuries
- (e) using the trickle-down theory, medical advances will, over time, provide the greatest good for the greatest number
- (f) mass production of drugs, after research will mean that costs rapidly diminish
- (g) it is the government’s responsibility to look after the welfare of its people.

**Is not the right thing to do:**

- (n) the cost of major medical advances may be prohibitive in relation to overall health budget
- (o) the money used for medical advances could be used more profitably elsewhere in the health service e.g. preventative care
- (p) religious arguments can be raised – are the medical advances allowing us to play God? e.g. I.V.F. treatment
- (q) in developing countries the curing of major diseases can lead, in the short term, to a deterioration in life style for the population because of the need for the reallocation of scarce resources
- (r) medical advances in certain areas e.g. cosmetic surgery cannot generally be perceived as essential
- (s) it is immoral that most medical research is only into the ‘illnesses’ of the developed world, market driven by big drug companies.
- (t) who is to prioritise which medical advances are more important?
- (u) ethical arguments, e.g. animal experimentation.

A balanced response is preferable, however it is possible for a one-sided answer to reach Band One

**2 To what extent should the government consider raising the retirement age? (15 marks)**

**Should consider:**

- (a) increased life expectancy of the population
- (b) the “baby boom” generation after World War Two is now reaching retirement age and hence a larger percentage is requiring a pension
- (c) over time a smaller percentage of the working population will need to support financially the larger retired section of society
- (d) increased taxation will be needed to support the retired section of society
- (e) many company pensions, endowment schemes etc. are not able to pay out all that they promised
- (f) the skills and experience of older workers may be of continued use, e.g. doctors, lawyers. Further, anti-ageist policies are being promulgated in employer circles to ensure that people can continue to work, if they so wish, e.g. B & Q
- (g) a raising of the retirement age would encourage a “healthy body and healthy mind”
- (h) the longer that people are wage/salary earners, the more funds they have within society at large.

**Should not consider:**

- (n) it is unfair to those people already in the workforce
- (o) it could cause added stress and health problems to those who have to continue working
- (p) if there are older people holding senior positions inside companies it will restrict opportunities for younger people on the employment ladder
- (q) it could lead to increased unemployment and the social problems which that can entail
- (r) with increased technology this should be more of a leisure age, so longer years of work should not be required.

A balanced response is preferable, however it is possible for a one-sided answer to reach Band One

**3 “It is increasingly difficult for small businesses to compete successfully with larger ones.”**

**To what extent is this always the case?**

**(15 marks)**

**Is always the case:**

- (a) large businesses benefit from economies of scale
- (b) large businesses can afford widespread and costly advertising campaigns utilising television and celebrities to sell their products e.g. D. Beckham, L. Barker
- (c) large firms can establish themselves in high streets in prestigious positions i.e. they can afford local business rates etc.
- (d) increasing use of out-of-town shopping malls etc. mean that larger businesses aggregate there, where there is somewhat of a ‘captive’ audience
- (e) it is easier for a larger organisation to operate 24/7 shopping
- (f) the use of an I.C.T. arm to facilitate business organisations and reduce costs.

**Is not always the case:**

- (n) small firms can find a niche in the market into which larger organisations would not wish to infiltrate e.g. angling accessories
- (o) the sole trader who provides a door-to-door service still has a place e.g. window cleaner
- (p) the convenience of the corner shop is still recognised
- (q) many prefer the face-to-face relationships built up with the smaller organisations
- (r) there is a perception that after-sales service is more accessible when dealing with a small organisation e.g. local garage
- (s) quality is seen as a factor in small shops e.g. Farm Shops
- (t) growth of internet business makes small business concerns more accessible.

A balanced response is preferable, however it is possible for a one-sided answer to reach Band One

**4 “A greater quantity of television channels is likely to mean lower quality.”****How far do you agree with this view?****(15 marks)****Do not agree with this view:**

- (a) there is not a finite pool of talent and more does not necessarily mean worse
- (b) far more qualifications/training is now available for programme producers etc. who can maintain standards e.g. media degrees
- (c) various genres of television have evolved which make it very difficult to make direct comparisons e.g. reality television
- (d) the growth of specialist channels can result in high quality e.g. Discovery Channel
- (e) quality is in the eye of the beholder
- (f) BBC being financed by licence payers can continue to produce quality programmes
- (g) digital technology has improved the technical quality of programmes.

**Agree with this view:**

- (n) the talent available is now spread much more thinly, leading to greater mediocrity
- (o) many accusations of dumbing down with constant recycling on cable channels indicating a lack of high quality programme makers to produce all of the shows
- (p) ratings are all important: more channels mean fewer viewers and hence less resources
- (q) there will not be enough quality programme makers to produce all of the shows
- (r) cost is all important – hence a formula of soaps and cheap chat shows/repeats.

A balanced response is preferable, however it is possible for a one-sided answer to reach Band One

**5 “The prejudices people have about other races are the result of a lack of knowledge.”  
Discuss.**

**(15 marks)**

**Due to a lack of knowledge:**

- (a) increased familiarisation with other cultures, dress, habits, food etc. will lead to acceptance
- (b) increased knowledge will mean more informed people with fewer un-evidenced judgements
- (c) greater integration between the races which ensures greater knowledge will lead to a reduction in any “ghetto mentality” concepts
- (d) many of the problems linked to asylum seekers are linked to a basic misunderstanding of their plight and position
- (e) little knowledge about contribution that immigrants have made to life and culture of the UK, e.g. Stelios, Wenger.

**Is not due to a lack of knowledge:**

- (n) there is little evidence that knowledge is a major criterion e.g. our attitude to some European countries
- (o) nationalism is a large factor in modern life e.g. neo-Nazi activities in Europe
- (p) there is prejudice against areas inside the UK where there is already a wide knowledge of cultures e.g. Ireland
- (q) there is sometimes a rooted distrust of difference
- (r) inherent historical prejudices are very hard to break down
- (s) media accentuate stereotypes, particularly in sporting encounters and news bulletins.

A balanced response is preferable, however it is possible for a one-sided answer to reach Band One



**6 “A household with no children is not a family.” Discuss.****(15 marks)****Cannot be seen as a family:**

- (a) media portray the family unit as being with children e.g. soaps, sit-coms
- (b) the government adopt a similar line with leading politicians demanding a return to “family values”; the use of family tax credits
- (c) a family with no children does not produce the next generation for society – a key role of a family
- (d) most couples still have children
- (e) many couples who cannot have children want to adopt so they “feel like a family”
- (f) having children is seen as “the norm”
- (g) religious services state that marriage is for the procreation of children.

**Can be seen as a family:**

- (n) having no children does not stop a couple perceiving themselves as a family
- (o) couples may defer children to later in life but still see themselves as a family
- (p) gay couples see themselves as a family unit
- (q) different types of family grouping are now more socially acceptable, e.g. reconstituted families
- (r) census forms perceive the householders as a family
- (s) increased geographical mobility see family members being in different areas of the country, but they still perceive their original home as “the family home”.

A balanced response is preferable, however it is possible for a one-sided answer to reach Band One

**Approximate distribution of Assessment Objective marks across Unit 1**

Question Numbers	Candidates answer any 4 questions out of 6						AO marks per unit
	1	2	3	4	5	6	
Assessment Objectives AO1	9	9	9	9	9	9	36
AO2	2	2	2	2	2	2	8
AO3	4	4	4	4	4	4	16
<b>Total marks per Question</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>60</b>