

GCE 2005  
*January Series*



# Mark Scheme

## General Studies Specification B

### Unit GSB5 – Power–Regulation

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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*

## Unit 5 (GSB5 Power-Regulation)

Answers given in the mark schemes 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:

- |                   |               |  |
|-------------------|---------------|--|
| <b>Band One</b>   | <b>9 – 12</b> | <ul style="list-style-type: none"><li>• A good response which demonstrates awareness of the issue.</li><li>• Language and communication skills complement the answer resulting in a concise, logical and clear structure, using appropriate style and expression and accurate use of grammar.</li><li>• Evidence is well marshalled; examples are well chosen and help clarify assertions.</li><li>• Understanding of the source is shown, and of the possibilities and limitations of different approaches to the subject. Facts and opinions and implicit and explicit values are clearly distinguished.</li></ul>                                       |
| <b>Band Two</b>   | <b>5 – 8</b>  | <ul style="list-style-type: none"><li>• A competent response which shows some awareness of the issue.</li><li>• Language and communication skills are reasonably good and the structure is reasonably clear and logical. Style and expression are usually appropriate with some errors of grammar.</li><li>• Evidence is moderately well marshalled using a few relevant examples accompanied by some explanation.</li><li>• Some understanding of the source is shown and there is some recognition of the limitations of different approaches to the subject. Facts and opinions and implicit and explicit values are sometimes distinguished.</li></ul> |
| <b>Band Three</b> | <b>1 – 4</b>  | <ul style="list-style-type: none"><li>• A limited response in which only one or two basic points are identified.</li><li>• Language and communication skills are, at best, adequate. Clarity of expression is marred by poor style and inaccuracies of grammar.</li><li>• Evidence is poorly marshalled, with arguments tending to one side only, and examples being basic and few.</li><li>• Little understanding of the source is shown or of the distinction between fact and opinion and implicit and explicit values.</li></ul>   |
| <b>Band Four</b>  | <b>0</b>      | <ul style="list-style-type: none"><li>• No response, or no relevant information.</li></ul>   |

**1 How far do you believe that we are in the middle of a ‘shopping revolution’?**  
**(12 marks)**

**Are in the middle of a shopping revolution:**

- (a) 24/7 shopping is now available
- (b) Sunday shopping is no longer exceptional
- (c) the use of shopping malls is proliferating, the advent of the ‘whole shopping experience’ with everything under one roof
- (d) on-line shopping is now widely available
- (e) the customer is King with far more accountability on the part of shopping organisations e.g. they need to refund the cost of goods, if returned
- (f) the demise of the corner shop appears imminent – 30,000 closed in 2002
- (g) many town high streets are mirror images of each other with the same chain stores, franchises etc.
- (h) far greater use of credit cards, store cards etc.
- (i) shopping channels on television
- (j) one stop shop e.g. Wal-mart
- (k) consumerism – shopping beyond our means.

**Are not in the middle of a shopping revolution:**

- (n) the basic customer/salesperson relationship still occurs in a whole variety of instances and organisations
- (o) many still purchase goods using cash
- (p) many still rely on the sole trader for general and emergency items
- (q) the growth of organisations such as Tesco Express show that major companies are utilising smaller units and moving back into towns
- (r) only a minority of purchases are made on-line
- (s) shopping has always evolved e.g. the introduction of supermarkets in mid 20<sup>th</sup> century and what is happening now is no more than a further exemplification of this.

Candidates should discuss a range of points covering both sides. A one-sided answer is unlikely to reach Band One.

**2 “Pressure and interest groups are an essential part of democracy in the UK.”****To what extent do you believe that this statement is correct?****(12 marks)****Is correct:**

- (a) pressure groups bring issues to the attention of both public and Parliament which may otherwise be ignored
- (b) many groups are consulted by Government on policy matters e.g. AA/RAC re. transport policy
- (c) in an era of large governmental majorities inside Parliament, they provide a real opposition for the government e.g. protests against the Iraq War 2003
- (d) they make the Government “think”, forcing them to rehearse arguments over policy issues
- (e) they allow ordinary citizens to become involved in the democratic process of the UK
- (f) they can ensure that power is not monopolised by a relatively small “clique” or minority
- (g) they can provide an immediate response to issues of concern to the public e.g. GM Food, Iraq.

**Is not correct:**

- (n) many pressure groups are single-issue groups, are narrow or limited in scope and rarely appreciate the wider picture
- (o) they are not elected and have no real constituency
- (p) single-issue groups can have a disproportionate influence c.f. their membership e.g. cash for questions furore
- (q) they are not accountable i.e. they can fulfil their aims and not be concerned about consequences e.g. Animal Liberation Front
- (r) direct-action groups can be perceived as the only way to get things done e.g. fuel protesters (2000). This can lead to violence, potential anarchy and a breakdown of the democratic process
- (s) democracy is already served with an elected government and therefore does not require pressure groups.

Candidates should discuss a range of points covering both sides. A one-sided answer is unlikely to reach Band One.

**3 “Governments should increase taxes to fund benefits for the less well off.”****How far do you agree with this view?****(12 marks)****Should:**

- (a) as part of a caring society, there should be a “catch all” for anyone in need
- (b) the weaker elements in society should know that there is protection for them
- (c) as part of the larger community it is important that all are cared for
- (d) it is important that the gap between “haves” and “have nots” does not expand
- (e) life-style issues e.g. obesity could become exacerbated
- (f) many would see this as a preferable use for taxation rather than other less desirable concepts e.g. financing wars.

**Should not:**

- (n) in a capitalist society, each individual should look after themselves
- (o) the “trickle down” economic theory means that everyone will eventually benefit
- (p) benefits encourage the less well off to become state reliant and not self reliant
- (q) taxation is high enough as it is, and increases are neither wanted nor required
- (r) a person’s earnings should be for their own personal use
- (s) it acts as a disincentive for people to strive for more if increasing taxation is to be removed for the benefit of others.

Candidates should discuss a range of points covering both sides. A one-sided answer is unlikely to reach Band One.

**4 To what extent should we be concerned about the concentration of media power in relatively few hands?**

**(12 marks)**

**We should be:**

- (a) it limits choice. Many programmes are of similar genres, and represent ‘more’ rather than ‘different’
- (b) a large proportion of the UK media market is dominated by News International e.g. 26% of daily readership and 33% of Sunday readership
- (c) though the major players in the UK market are openly competitive, they also have stakes in each others’ businesses e.g. B Sky B and Granada are joint owners of Granada’s satellite channels
- (d) other global corporations are gaining a strong position in the UK media market e.g. Time Warner in cinemas
- (e) it can lead to power and influence being exercised which can affect the future of the UK e.g. New Labour ensured Murdoch’s support prior to 1997 election.

**We should not be:**

- (n) the standard cable package offers over 30 new channels – hence choice is improved
- (o) a greater diversity of material is available in response to consumer demand
- (p) there has been an increase in the number of media products available e.g. several new newspapers have been launched in the last decade e.g. News on Sunday; even if they eventually failed
- (q) though Murdoch’s price wars have damaged titles such as Daily Express, they have survived
- (r) ‘Red top’ tabloid market is shrinking while the broadsheet market remains reasonably healthy
- (s) though the percentage of satellite homes is increasing, it still represents a minority of UK households
- (t) growth of small successful independent producers e.g. animations, short films, music videos
- (u) there may be fewer competitors, but competition still exists
- (v) use of relevant watchdogs e.g. OFT, Ofcom ensures corporations stay in line.

Candidates should discuss a range of points covering both sides. A one-sided answer is unlikely to reach Band One.

**5 How far do you believe that it is acceptable for the UK to sell arms to less economically developed countries?**

**(12 marks)**

**Acceptable to sell arms:**

- (a) independent nations all have the right to oppose aggression, and should therefore have the means to do so
- (b) UK can exercise some moral authority through negotiating deals with the government to which it sells weapons
- (c) there are many examples in the poorest countries of opposition groups trying to bring down the legitimate government; political stability is encouraged by enabling a government to defend itself
- (d) weapons themselves are not a cause, but are simply a symptom of the causes of war
- (e) if the UK withdrew from the arms trade other countries would simply expand their trade and take over, and the UK would lose business and jobs
- (f) hundreds of thousands of UK people rely, either directly or indirectly, on the arms industry for their livelihoods. The economic repercussions for some UK communities would be devastating
- (g) it is simply part of the capitalistic ethic.

**Not acceptable to sell arms:**

- (n) the countries which cannot afford to spend so much on weapons, remain in debt to the UK which is morally unacceptable
- (o) arming other countries makes the concept of world peace even more difficult to achieve e.g. arms get into the wrong hands
- (p) military capability encourages aggressive nationalism
- (q) arms trade is a major way in which the richer states exercise influence and control over the poorest. The UK should seek to set a moral standard by encouraging these states to develop
- (r) by assisting states in maintaining armies, we encourage a military élite who are prone to warlike ambitions
- (s) ending the arms trade would give the UK a strong moral position that would strengthen its arguments for world peace
- (t) the skills of those employed in the UK arms industry could be transferred to the manufacture of socially useful products for the world as a whole
- (u) it is a practice against the teaching of the major faiths
- (v) money spent on purchasing arms could be better spent on improving countries infrastructure.

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 5**

<b>Question Numbers</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>AO marks per unit</b>	
<b>Assessment Objectives</b>	<b>AO1</b>	3	3	3	3	3	15
	<b>AO2</b>	2	1	1	2	2	8
	<b>AO3</b>	3	3	3	3	3	15
	<b>AO4</b>	4	5	5	4	4	22
<b>Total marks per Question</b>	12	12	12	12	12	60	