

General Certificate of Education
June 2007
Advanced Level Examination



**GENERAL STUDIES (SPECIFICATION B)
Unit 4 Conflict-Resolution**

GB4W

Wednesday 13 June 2007 1.30 pm to 2.30 pm

For this paper you must have:

- an 8-page answer book.

Time allowed: 1 hour

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is GB4W.
- Read the source and carry out the instructions.
- Do all rough work in the answer book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- You will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.

Study the source below and answer **all** the questions which follow.

Total for this paper: 60 marks

The Swedish-based company, IKEA, promotes lifestyle shopping in its 13 stores in Britain, usually based in out-of-town locations. In order to purchase from IKEA, customers must visit the store. Orders are not taken by telephone or online. The company has a policy of keeping prices low by employing low numbers of staff.

A new IKEA store opened in Edmonton, the second most deprived area in London. In the weeks preceding the opening, IKEA placed advertisements in the London Underground encouraging people to arrive early for the best bargains. Adverts promised sofas for £45 and double-bed frames for £30.

On the evening of the opening, IKEA employed fire-eaters on stilts and played loud music outside the store to entertain the expected crowd. Forty-five security guards were on hand to keep order. By the time the store opened, the crowd had reached an estimated 6000 people. Traffic on the nearby A406 North Circular road ground to a halt as people, who had been in their cars for over an hour, abandoned them to walk to the store.

Stunned by the arrival of so many people, IKEA managers suddenly announced a voucher system enabling the first ten people only to purchase a leather sofa for £45 instead of £325. As the store opened its doors at midnight the crowd tried to push its way through, crushing many against the walls. Security guards were overwhelmed and shoppers were thrown to the floor. One man was pinned to the floor as he argued with another shopper over a sofa.

Staff administered first aid in the store, while other shoppers were stretchered into ambulances. As paramedics treated the injured, some shoppers tried to haul sofas from high shelves. A woman who had travelled from Birmingham said, "I've come all this way and I'm not going back empty-handed."

Staff then tried to control shoppers by admitting them one-by-one, but they could not hold back the crowd. After 30 minutes the staff inside closed the doors, holding hand-written signs against the windows to announce the closure. The crowd refused to disperse and some tried to smash through the glass doors. Fights broke out between staff and customers, but the 30 police officers who had arrived on the scene were unable to restore order.

Following the incident, IKEA said it had followed safety guidelines from the police and local council over how many staff members they would need for the opening.

- 1 Using the source, analyse the nature of the problem and identify the underlying issues.
(15 marks)

- 2 Identify which parties you consider to be responsible for the problem and analyse the extent of their responsibility, explaining why some might be said to be more responsible than others.
(15 marks)

- 3 Explain what measures might be taken to avoid a recurrence of the problem and evaluate the likely success of these measures.
(20 marks)

A further ten marks will be awarded for communicating in a concise, logical and appropriate way.
(10 marks)

END OF QUESTIONS

There are no questions printed on this page