



General Certificate of Education
Advanced Subsidiary Examination
June 2010

General Studies (Specification B)

GENB1

Unit 1 Conflict

Tuesday 18 May 2010 9.00 am to 10.30 am

For this paper you must have:

- an 8-page answer book.

Time allowed

- 1 hour 30 minutes

Instructions

- Use black ink or black 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 GENB1.
- Answer **three** questions.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.

Information

- There are 30 marks for each question.
- The maximum mark for this paper is 90.
- You will be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.
- All questions should be answered in continuous prose.

Advice

- Where appropriate use examples to illustrate your answer.

Answer **three** questions.

Write your answers in continuous prose.

You are advised to use examples to illustrate your answers where appropriate.

There are 30 marks for each question.

0	1
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'Taggers paint graffiti on walls and call it art; I call it vandalism.'

Discuss how the arts affect people in different ways.

You might consider:

- what people mean by the arts
- what the effect of the arts might be on different people
- how our values are represented in the arts.

(30 marks)

0	2
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In 2008 Cadbury relaunched the 1980's chocolate bar, 'Wispa', in response to an internet-based campaign by consumers.

Discuss the extent to which consumers influence or are influenced by companies' marketing techniques.

You might consider:

- the range of product choice
- the techniques companies use to market their products
- whether company values reflect consumer values.

(30 marks)

0	3
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The saying, "Money talks", suggests that with money comes power and influence.

How far do you agree that the wealthy have an advantage over the less well-off in society?

You might consider:

- how people come to be wealthy
- the impact of wealth or lack of it on quality of life
- the importance we attach to money.

(30 marks)

0	4
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'If more young people played sport, there would be less violence in society.'

To what extent do you agree that taking part in sport reduces aggressive behaviour?

You might consider:

- the characteristics of different sports
- the part aggression plays in sport
- the values represented in sport.

(30 marks)

0	5
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The government plans to raise the school-leaving age to 18; it also wants all cars to be fitted with transmitters that would enable motorists' speed to be monitored at all times.

Discuss whether it is right that the government should have such a large influence on our lives.

You might consider:

- the government laws and policies that most affect our lives
- the balance between our rights as individuals and the needs of society
- our freedom of choice.

(30 marks)

END OF QUESTIONS

There are no questions printed on this page