



General Certificate of Education
Advanced Subsidiary Examination
June 2015

General Studies (Specification B)

GENB1

Unit 1 Conflict

Thursday 14 May 2015 1.30 pm to 3.00 pm

For this paper you must have:

- an AQA 12-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 **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

- The maximum mark for this paper is 90.
- There are 30 marks for each question.
- 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

- You should use examples to illustrate your answers.

Answer **three** questions.

Write your answers in continuous prose.

You should use examples to illustrate your answers.

There are **30 marks** for each question.

0	1
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'Stereotyping can be hurtful and insulting.'

Discuss whether stereotyping might be an acceptable generalisation about people.

Using your own examples, consider:

- how people stereotype others
- the effects of stereotyping
- whether stereotyping reflects our values.

[30 marks]

0	2
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Science and technology have brought developments in areas such as communications, medicine and the environment.

How far do you agree that changes in science and technology have improved our lives?

Using your own examples, consider:

- a range of scientific and technological changes
- how such changes affect individuals and society
- the impact of such changes on our quality of life.

[30 marks]

0	3
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Democracy is a form of government where power lies with the people. This power is exercised either directly by them or through their elected representatives.

To what extent do you agree that people have their say in a democratic society such as the UK?

Using your own examples, consider:

- the various ways in which people can have their say in a democracy
- why people decide to have their say or not
- whether the UK is a truly democratic society.

[30 marks]

0	4
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'Readership of printed newspapers in the UK has been steadily declining due to competition with other media.'

How far can newspapers compete in a multi-media society?

Using your own examples, consider:

- the techniques used by newspapers to compete with other media
- what people expect from a newspaper
- whether newspapers provide a quality product compared with other media.

[30 marks]

0	5
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'Large chain stores are killing smaller, independent shops.'

How far can small retailers compete with large chains of shops?

Using your own examples, consider:

- why customers might choose one retailer rather than another
- how the size of a business might affect the service it offers
- the importance of retailers' values.

[30 marks]

END OF QUESTIONS

There are no questions printed on this page