



General Certificate of Education
Advanced Level Examination

GENERAL STUDIES (Specification B) GENB3
Unit 3 Power

Specimen paper for examinations in June 2010 onwards
This question paper uses the [new numbering system](#) and [new AQA answer book](#)

For this paper you must have:

- an AQA 8-page answer book.

Time allowed

2 hours

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 GENB3.
- Answer **two** questions.
- Answer **Question 1** from **Section A** and **one** question from **Section B**.
- Do all rough work in your answer book. Cross through any work that you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- You will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate. All questions should be answered in continuous prose.
- Where appropriate use examples to illustrate your answer.

Study **Texts A to D** and answer **Question 1** in Section A
and **one** question in Section B.

Text A

Equal Opportunities

- In November 2003, 16% of employers had carried out an equal pay review, 6% were in the process of conducting one, 20% had plans to do so, and 57% had no plans to carry out a review
- Public-sector organisations were almost twice as likely as private-sector organisations to have conducted an equal pay review or be planning one
- In Spring 2004, 44% of women in employment worked part-time, compared with 11% of men. Women comprised 78% of all part-time workers.
- The unemployment rates for Black Caribbean, Black African, Bangladeshi and Pakistani men were more than twice the rate for white men
- Black African, Pakistani and Bangladeshi women were at least 3 times as likely to be unemployed as white women, for whom the unemployment rate is 4%
- High percentages of working Chinese men (40%) and Bangladeshi men (45%) worked in hotels and restaurants, an especially low-paid sector, compared with 3% of white men.

Source: adapted from www.eoc.org.uk/statistics

Text B

Drug firms 'hype up diseases to boost sales'

Drug companies are inventing diseases to sell more of their products, it has been claimed. Scientists have accused major pharmaceutical firms of 'medicalising' problems like high cholesterol or the symptoms of the menopause in a bid to increase profits. University researchers David Henry and Ray Moynihan claim the industry is exaggerating conditions and turning them into something more serious.

Female sexual dysfunction, attention deficit hyperactivity disorder (ADHD) and 'restless legs' syndrome have all been promoted by the pharmaceutical industry in the hope of selling more drugs, they say. High cholesterol and osteoporosis are being described as diseases in their own right, the researchers claim, turning healthy people into patients. In turn, this wastes precious resources and can cause medically-induced harm.

Drugs prescribed for 'shyness'

Even shyness is routinely presented as a 'social anxiety disorder' resulting in the person being prescribed anti-depressants.

The two men make their claims in the Public Library of Science Medicine journal. In their view, disease mongering is the selling of sickness that widens the boundaries of illness and grows markets for those who sell and deliver treatments.



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"It is exemplified most explicitly by many pharmaceutical industry-funded disease-awareness campaigns, more often designed to sell drugs than to illuminate or to inform or educate about the prevention of illness or the maintenance of health", they said.

Drugs companies hit back last night. GlaxoSmithKline said: "We pride ourselves on providing miracle solutions to the healthcare needs of people every day. We utterly refute any suggestion that we would in any way hype or overplay the very real needs of patients that are treated all over the world. One of the exciting things about medical science is that we are finding new solutions to ailments or problems people have, and this is something good we can offer."

Source: Adapted from an article by RICHARD SHEARS, *Daily Mail*, 11 April 2006 [online]

Text C

EU threatens legal action over tobacco adverts in Germany

The EU's health commissioner yesterday threatened to take legal action against Germany and several other EU states for their stubborn refusal to implement an EU ban on tobacco advertising.

Markus Kyprianou said he intended to take Germany to the European Court of Justice next month for ignoring a deadline to ban tobacco adverts from newspapers and the internet.

He said he would also take action against Spain, Hungary, Italy and the Czech Republic. They have signed up to the ban, agreed in 2003, but have refused to include Formula One.

"Smoking kills 650 000 people in the European Union every year," Mr Kyprianou told the *Berliner Zeitung* while on a visit to Berlin. "It is the most frequent avoidable cause of death. Preventing it is a good investment. Tobacco advertising increases consumption and encourages children and young people to smoke."

In Germany, successive governments of the right and the left have made little or no effort to protect non-smokers, largely because of the cosy relationship between politicians and the tobacco industry, critics say.

The country is the most smoker-friendly in western Europe, with pubs and restaurants responding ploddingly to increasing calls for non-smoking areas. Smoking is allowed in public places, and the conservative-led upper house last year shot down an attempt by Gerhard Schröder, Germany's former cigar-smoking chancellor, to ban the advertising of tobacco.

Germany and Luxembourg are the only countries that have not implemented the 2003 EU directive; but Luxembourg has indicated that it is preparing to pass the legislation into law, avoiding the punitive fines that threaten Germany. Yesterday, Germany's consumer protection ministry said the German government disputed the EU's right to impose a ban on tobacco advertising, and was taking legal action against the commission. Asked whether it would back down, it said: "A lot can happen over the next few weeks."

Most other European countries have been moving in the opposite direction. Ireland, Italy, Sweden, Norway – which is not a member of the EU – and Malta have imposed a tobacco ban in public places, and Britain is due to do so next year.

Source: LUKE HARDING, in *The Guardian*, 13 April 2006

Text D

Amnesty International asked a number of people in the arts to say why they have chosen to support the work of the organisation

OSCAR TORRES: Movie Scriptwriter

Artists can bring big issues home to people – for example through Bono and U2 young people get an insight in to peace, human rights, what we are doing to our environment. This can awaken their consciousness in a way politics may not. Movies can inspire people – my first purpose in writing *Innocent Voices* was a kind of exorcism. I did not realise until 9/11 that I had carried the weight of my El Salvador war for 18 years.

Telling a story on film helps people to understand it visually, emotionally. Human rights are universal – and movies can cross all boundaries. In Berlin young people gave the film an award. In Japan it was given a special rating to encourage children to see it. But in the USA no-one under 18 can see it. Artists are a leading voice for freedom – and for me this means freedom from fear. Artists who are fearless also get into trouble. Truth comes out of the light that artists can bring and the powerful often fear this.

SHAPPI KHORSANDI: Comedian

Comedy can give self-confidence to people who believe in something but feel that they are alone. Comedy can help cement the feelings of a group of people about a certain issue. In a club, if a comic makes a point, in a humorous fashion, about say Palestine, and you all laugh together it gives you reassurance that there are like-minded people. It gives the strength to move on and do something about it. It can give you the self-confidence to act on what you believe in rather than to simply worry by yourself.

I grew up with a father who is an exiled Iranian writer and satirist. I guess anyone who is in political exile, if you're raised in that environment, there's no way you can turn a blind eye to what's going on in the world.

TERRY GILLIAM: Film Director

Governments are really keen on locking up people they don't like. We have to have eyes and ears out all the time and voices that will shout out and say this is wrong, this is terrible. Amnesty International is that voice and if artists add theirs to it, this voice will become so loud, so powerful that the bad guys are forced to listen.

CARLOS REYES-MANZO: Photographer and Poet

As artists it is our role to challenge the establishment over human rights and abuses. By establishment I mean dictators or democratically-elected governments who use their power to oppress the people who elected them. With my work I ask questions: why is there a war in Iraq where so many people are dying? Then it is up to the establishment to answer. We have voice, sometimes a noisy voice, and we are present in the community. The artist should be able to speak loudly, to put out his ideas clearly and with no fear. I will defend their right to speak with complete freedom of expression with the last little bit of life in me.

JO BRAND: Comedian

If you really think about it 99.9% of us should support human rights. Politically, comedy can be used as a weapon, to make certain points and to investigate the truth about what is going on. There is a responsibility that goes with this. When the military took over in Burma and it became Myanmar two comedians were imprisoned for their 'unacceptable' ideas. It really brought home to me that someone who is doing exactly the same job as I am in another country does not have the same freedom to say what they want to say. That pushed me towards feeling it was my responsibility to support campaigns on human and social rights.

Source: *Amnesty Magazine*, July/August 2006

Section A

In **Section A** you should argue from one point of view (**Question 01**), and then from a different point of view (**Question 02**).

Use the texts, and your own knowledge, to answer Question 01 and Question 02.

0 1 Read **Texts A** and **B**, and argue the case for tighter public control of private-sector companies. (20 marks)

0 2 Read **Texts C** and **D**, and argue the case for allowing companies and their advertisers the same freedom we give to artists. (20 marks)

Section B

In **Section B**, you should construct an argument that might draw on both the points of view, in answer to your chosen question.

Use the texts, and your own knowledge, to answer **either** Question 03 **or** Question 04.

You may draw on some of the ideas expressed in **Section A** in your answer.

EITHER

0 3 'We all have equal rights, but we cannot have equal access to power.'
How far do you agree with this statement? (40 marks)

OR

0 4 'Truth comes out of the light that artists bring, and the powerful often fear this' – Oscar Torres (**Text D**).
How reasonable is this claim in your view? (40 marks)

END OF QUESTIONS

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