

## **MARK SCHEME for the October/November 2015 series**

### **8001 GENERAL PAPER**

**8001/21**

Paper 2, maximum raw mark 50

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge will not enter into discussions about these mark schemes.

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1 (a) Credit the material below or any other valid points:

- Such camps are old-fashioned and therefore may not appeal to prospective visitors.
- It will not enhance the status of the town as a tourist resort.
- It would cater to only the working classes.
- The campers would have a low spending power.
- The site is on the edge of the cliffs which may erode, or which may cause danger to children even if fenced off.
- Limited access to the beach via a footpath/mar access along the coastal path.
- The High School would object because of the noise and the distraction.
- The Golf Club would be mortified by the noise and ugly view.
- A new access road would have to be built around the golf course, at the Council's expense.
- It is nearly 2 kilometres from the town centre for extra trade.
- There will be road works on the east side of town which would disrupt building work.
- The operators along the Entertainment strip abutting the town centre would be unhappy because the camp's activities would mirror theirs and thus reduce their income perhaps.
- No offer of compensation from the Council like the Theme Park and the Marina.

**5 × 2 or 10 × 1**

**[10]**

Award two marks for each developed point; award one mark for anything proceeding on the right lines and the second mark for exemplification.

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- (b) Credit the material below or any other valid points.  
 [The candidate can only gain credit for answers based on one scheme.]  
 The two answers are **Theme Park (C)** or **Marina (D)**.

### Theme Park (C)

- Offered the Council compensation of \$20 million which it can use to fund other projects like the new road.
- The site is the cheapest land in the town.
- It would employ the second highest number of staff (dev. point). They would employ a lot of people (point).
- It would cater for mainly day-trippers, who make up the majority of Bogjani's visitors.
- Being state-of-the-art, it would attract much greater numbers of visitors and from further afield, which would benefit the town in other spending ways too.
- It would increase Bogjani's publicity in the region (point).
- Being on the edge of town, it would cause few problems of noise or disruption.
- It has reasonable road access and would not cause traffic jams around the town centre.
- It is only a 1 kilometre walk from the town centre, close for bus or rail visitors and for people to spend in the shops, etc.

### Marina (D)

- Offered the Council compensation of \$10 million which would be useful for other projects / although not the highest compensation offered, \$10 million is still an attractive figure.
- It would be a prestigious development which would enhance the town's reputation in the region.
- It would complement the expensive property that would face it.
- It would be an attraction addition to the seafront, but not central, so spreading the attractions.
- The people who frequent it would have a higher spending power than the average \$63 per day.
- It would offer the town more variety of eating possibilities.
- It would provide a more prestigious venue than the old fishing harbour.
- It would protect the rest of the town's beach from the strong west to east currents and hence reduce erosion.
- The Council leader might influence the councillors into agreeing the town needs a new prestigious marina, being a sailor himself.
- The Council members are rich and verging on elderly, so they might favour this project which suits their lifestyle more than any of the others.

Whilst deciding a mark, award

- 11–12 for a relevant, developed assessment that endorses only one scheme and gives at least **five** reasons;  
 8–10 when **one** of the criteria above has not been satisfied;  
 5–7 when **two** of the criteria above have not been satisfied;  
 3–4 when the answer is badly flawed but contains some worthwhile material;  
 1–2 when there is little merit in the answer;  
 0 when there is no merit.

[12]

Any relevant content well above 120 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means the content will be inadequate.

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- (c) (i) making it well known again  
(ii) sticking out/protruding from  
(iii) the latest technology

3 × 1

[3]

- (d) The most likely answer is Consideration **16 – rare birds**, because they are not affected by any of the schemes and can remain in isolation happily breeding.

But candidates might make a case for others, such as:

number **17 – local labour**, because this would affect all sites equally and therefore none more than another.

number **18 – no hotels**, because this does not have any bearing on *choosing* a scheme and would only be a *result* of the scheme perhaps afterwards.

Award marks as follows:

- 3 sound choice; sound justification  
2 possible choice; reasonable justification  
1 sound choice; weak justification  
0 suspect choice; weak justification

[3]

- (e) Credit the material below or any other valid point.

The more likely answer is **yes** because:

- Bogjani has no medium-size hotels yet.
- There would be little competition.
- The new airport would bring more long-stay arrivals.
- The chosen scheme, and airport, might bring in a better level of customer needing a hotel.
- Labour would be cheap as many are unemployed and need work.
- It would help re-image the town further.
- Therefore the Council might give a grant.

Be prepared for 'no' answers and credit accordingly.

7 × 1 [credit extra marks for any development]

[7]

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2 (a) Credit only the material below:

- A collection of
- rare, unusual products
- brought from all over the world.
- Many too expensive for the average pocket,
- but nice to imagine having them.
- Brought glamour into people's lives.
- Added unexplained things or secrets to people's lives.

**4 × 1** **[4]**

(b) (i) hard to believe/impossible to imagine **[1]**

(ii) like looking through the windows of a shop but without the shop (1), so using the computer screen as the shop window (1) **[2]**

(c) Credit only the material below:

- Isolation (and probably poor transport).
- Great distances to travel, slowly, to get to shops.
- Only embryonic towns in the early days of Mid-West/Outback.
- Limited products when towns finally started (as seen in all good cowboy films!).
- In UK no problems as a smaller country so people could get to shops/towns more easily.
- In UK catalogues were more for luxury goods from overseas which were hard to obtain.

**3 × 2 or 6 × 1** **[6]**

Award two marks for each developed point; award one mark for anything proceeding on the right lines and the second mark for exemplification.

(d) (i) Credit only the material below:

- Heavy traffic/congestion.
- No parking.
- Very/enormous/impossibly high parking charges (no credit for just 'high').
- Difficulty pushing through crowds in shops.
- Difficulty negotiating crowds in the streets.
- Cost/difficulty of transport to get to the centre.
- Thieves/shoplifting.

**6 × 1 or credit some genuine development for second mark.** **[6]**

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(ii) Credit the material below or any other valid points:

- Special excursion/day out, maybe combined with dinner/cinema/show.
- Family occasion/friends day out.
- The fun of comparison shopping.
- The excitement of looking, finding, trying products.
- Store cards / reward cards / nectar cards, etc.
- BOGOF deals.
- References to the advantages of online shopping.

4 × 1

[4]

(e) Credit the material below or any other valid points.

Be alert to exemplification.

- Payment solutions, e.g. PayPal.
- Delivery solutions, e.g. private carriers and rise of major companies, e.g. Parcellforce, UPS (also credit companies local to candidate's own country).
- Postage....people *would* pay, for the convenience, savings over parking costs, petrol, etc., gained time for other activities.
- Customers *would* trust catalogue photos and descriptions, etc., especially as products guaranteed and returns acceptable.
- Deliveries *would* be fast, not 'take ages'.
- Fewer shops meant large distribution centres and efficiency.
- Costs *are* lower with fewer shop rents, fewer staff, greater efficiency, so products *are* priced competitively.
- Sales have reached \$110 billion.
- It has created 11 million jobs.
- Usefulness of comparison sites.
- Credit card guarantees extra insurance for the purchaser.
- Home delivery to the correct address.
- Know if item is in stock.

6 × 2 or 12 × 1

[12]

Any relevant content well above 120 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means the content will be inadequate.

3 (a) (i) Credit the material below:

- **Originally** graffiti were pre-historic **cave paintings** (using animal bones and pigments).
- **Then**, in Greece and Italy, it was **writing** on surfaces of public places (about love, politics, curses or spells).
- **Today** it can be either **words or pictures** (often obscene) scrawled on public places.

3 × 1

[3]

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(ii) Credit any **two**:

- Terrace ends (of Manchester).
- Housing blocks (of Singapore).
- Underground trains (of Rome).

**1 + 1**

**[2]**

(b) Credit the material below or any other valid point from the passage:

- They are valuable pieces of art that can be compared even to prehistoric cave paintings.
- They are strong manifestations of a powerful protest movement.
- They could be more important than finding the first Beatles music recordings.
- Or Tutankhamun's tomb in Egypt.
- They affirm that the building in which they were found is an important historical place.
- The Denmark Street building could become famous like the Lascaux Caves where the early cave paintings were discovered.
- As a tourist attraction earning foreign currency.
- The building and drawings are something that government conservation departments would not normally preserve and therefore...
- ...that is in keeping with what Punk Rock was all about – anti-establishment.
- They should be kept for the benefit of people in the future.

**5 × 2**

**[10]**

(c) Credit the following or any other valid point:

- The Sex Pistols' music was hated by many as it protested against the very foundations of society.
- They played weird music which was not popular with most people.
- Hence they were famous for the wrong reasons.
- Most people would not want to remember them for posterity.
- Their message achieved little or nothing, therefore they are not worthy to be remembered.
- The movement did not last long.
- The graffiti is obscene and offensive, and
- Has little artistic merit.
- Buildings are only preserved if worthy, famous people of whom we can be proud lived in them.
- Could be perceived as a waste of money on something trivial.

**3 × 1**

**[3]**

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(d) Credit the following or any other valid point:

The candidate should

- explain the expression itself, e.g. agreeing something before it has even been discussed (1)
- then explain its context, i.e. if they are not found to be graffiti and instead only mere scribbles there will not even be a reason to discuss whether the Denmark Street house should be conserved as a blue plaque site, as it can only become one if the drawings are classified as graffiti (4).

**1 + 4**

**[5]**

- (e) (i)
- |             |  |
|-------------|--|
| merit       | deserve, are worthy of   |
| initiating  | starting, beginning, creating  |
| theatre     | zone, area, region, hinterland                                       |
| controversy | argument, disagreement, dispute, quarrel, debatable issues           |
| hot         | heated, fiery, emotional, exciting, intense, animated, lively, angry |
| radical     | controversial, not normal, fundamental, drastic                      |

**6 × 1**

**[6]**

- (ii)
- |             |   |
|-------------|---|
| merit       | Often painters do not merit recognition whilst they are still alive but gain their fame long after they are dead.   |
| initiating  | John was thought responsible for initiating the widespread reforms in the factory, but in fact his father before him had started the process of change.         |
| theatre     | As the sophistication of weaponry has escalated so has the theatre of war, and today nowhere in the world is safe.  |
| controversy | Whether or not the principal should expel Raj for smoking has caused considerable controversy in the school because the opinions are not unanimous.             |
| hot         | Having four ear piercings, rather than one, is certainly a hot issue at the moment as everyone is arguing about the pros and cons of the related health issues. |
| radical     | The council was criticised for its radical attempt to introduce five different recycling bins for each household instead of the usual two.                      |

**6 × 1**

**[6]**