

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

General Studies

Advanced

Unit 3: Change and Progress

Tuesday 15 January 2013 – Afternoon

Time: 1 hour 30 minutes

Paper Reference

6GS03/01

You must have:

Insert (enclosed)

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions in Sections A and B and **one** question in Section C.
- Answer the questions in the spaces provided
– *there may be more space than you need.*
- Do not return the insert with the question paper.

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your answers
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

SECTION A

Answer ALL questions.

You should aim to spend no more than 30 minutes on this section.

Read Source 1 on the separate insert and then answer questions 1–6.

- 1** Using Source 1 and your own knowledge, explain what is meant by 'behavioural insight'.

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(Total for Question 1 = 3 marks)

- 2** List three moral issues arising from organ donor registration schemes.

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(Total for Question 2 = 3 marks)



3 How, according to Source 1, can behavioural insights lead to savings in healthcare costs?

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(Total for Question 3 = 3 marks)

4 How could you test the belief that rewarding a commitment to quit smoking would be effective in reducing the number of smokers?

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(Total for Question 4 = 4 marks)



5 Explain the meaning of the term 'silver bullet' as used in the last paragraph of Source 1.

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(Total for Question 5 = 3 marks)

6 Source 1 is drawing attention to a strategy for changing human behaviour for the better. Assess the strength of the evidence for the strategy as presented in the source.

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(includes 4 marks for Quality of Written Communication)
(Total for Question 6 = 14 marks)

TOTAL FOR SECTION A = 30 MARKS



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SECTION B

Answer ALL questions.

You should aim to spend no more than 30 minutes on this section.

Read Source 2 on the separate insert and then answer questions 7–11.

- 7 (a) Give one example of a sustained technological innovation not mentioned in Source 2. Justify your choice. (2)

Sustained innovation

Justification

- (b) Give one example of a disruptive technological innovation not mentioned in Source 2. Justify your choice. (2)

Disruptive innovation

Justification

(Total for Question 7 = 4 marks)



8 Using Source 2, how would you distinguish between innovation and creativity?

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(Total for Question 8 = 4 marks)



9 In what ways has the personal computer changed people's lifestyles?

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(Total for Question 9 = 4 marks)



10 Apple's success is said to be based on its creation of a style which has proved to be popular. Consider whether the creation of a new style may be regarded as progress.

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(Total for Question 10 = 4 marks)



11 One conclusion in Source 2 is that 'disruptive innovation is essential if the business world and society in general is to progress'. How far does evidence in the source support this conclusion?

A large rectangular area with rounded corners, containing 25 horizontal dotted lines for writing.



(includes 4 marks for Quality of Written Communication)
(Total for Question 11 = 14 marks)

TOTAL FOR SECTION B = 30 MARKS



SECTION C

**There are two questions in this section. You should answer ONE of them.
Write your answer in the space provided.**

Indicate which question you are answering by marking a cross . If you change your mind, put a line through the box and then indicate your new question with a cross .

Use knowledge and understanding from a range of disciplines to reach an appropriate conclusion.

Chosen question number: **Question 12**
Question 13

12 In recent years, internal unrest, sometimes with external support, has led to revolutions in North African and Middle Eastern states.

To what extent is external intervention in sovereign states justifiable?

**(includes 6 marks for Quality of Written Communication)
(Total for Question 12 = 30 marks)**

13 Some 1.6 billion people, mostly in developing countries, still lack access to electricity. In addition approximately 3.0 billion people rely on traditional biomass, such as wood and cattle manure, for cooking and heating.

Evaluate the benefits and drawbacks of providing electricity to people in these circumstances.

**(includes 6 marks for Quality of Written Communication)
(Total for Question 13 = 30 marks)**



Handwriting practice area with 25 horizontal dotted lines.



Handwriting practice area with 20 sets of horizontal dotted lines.



Handwriting practice area with 25 horizontal dotted lines.



Handwriting practice area with 20 horizontal dotted lines.

TOTAL FOR SECTION C = 30 MARKS
TOTAL FOR PAPER = 90 MARKS



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PEARSON

Source 1

Press Notice

Applying behavioural insight to health

A discussion paper, with the above title, has been published by a government team. It draws on insights from behavioural science and behavioural economics and shows ways in which health improvements can be made without resorting to legislation or costly programmes.

The paper sets out a number of examples where local authorities, charities, government and private sector organisations are developing responses that encourage healthier behaviours. It also announces a number of new initiatives in partnership with other organisations:

- A smoking cessation pilot beginning in early 2011 will encourage participants to make commitments to quit smoking (for example, by signing a contract) and will reward those who pass regular smoking tests. The pilot will be run by high-street pharmacists with the support of the Behavioural Insights Team and the Department of Health.
- A system of 'prompted choice' on organ donor registration will be introduced to the online application form for renewing and applying for driving licences. This will require applicants to state whether or not they wish to become an organ donor. Where this has been introduced in other countries, it has significantly increased the number of organ donors. If the scheme proves successful, it will be rolled out to other areas.

Oliver Letwin, Minister for Government Policy in the Cabinet Office, said: 'In the UK today, behavioural and lifestyle factors are thought to be major contributors in around half of all deaths. They include smoking, unhealthy diet, excess alcohol consumption and inactive lifestyles. The Government cannot address these issues successfully using heavy-handed legislation to rebalance our diets, change our desire to drink too much alcohol on a Friday night, or make our lives more active.'

He added: 'This paper shows how a new approach, drawing on insights from behavioural economics and behavioural sciences, can help to encourage people to adopt healthier lifestyles. It does not attempt to be comprehensive or to suggest that behaviour change techniques are the silver bullet that can solve every problem, but does show how, in a number of areas, there are often cost-effective ways of encouraging behavioural change that are less intrusive and will lead to better results for individuals and for society.'

(Source: adapted from a Press Notice issued by the Cabinet Office of the UK Government on 31 December 2010)

Source 2

Disruptive Innovation

Some of the most powerful new products and services are created through disruptive innovation. Some believe that this kind of revolutionary innovation is the rarest but the best kind of innovation. As the name implies, it causes a disruption in the marketplace. The opposite, sustained innovation, is simply to refine, improve, or enhance what is already available. While sustained innovations are gradual improvements in an already-established product or service, disruptive innovation can actually create a new market. Something that has never been demanded before now is in demand because a 'need' has been created.

Sustained innovation can be exemplified by Microsoft Windows technology. Microsoft comes up with a new version of Windows every few years or so; between versions it provides a stream of updates that Windows users can download from the Internet for free. However, the first Apple Macintosh computer was a disruptive innovation. It first gave people the mouse-click and user-friendly operating system that we are all so familiar with today. From the time that Apple computers first went on the market, the lifestyles of many people changed, never to be the same again.

Apple has gone on to produce a string of innovative electronic products – the iPod, iPad and iPhone – which competitors have been forced to imitate. Apple not only innovated technologically, it created a style or culture, which has proved to be hugely attractive to the general public.

Sustained innovation is easier to maintain, and businesses like Microsoft have been so successful that they have vast resources at their disposal, from marketing resources to legal-issue resources. However, disruptive innovation is essential if the business world and society in general is to progress – and Bill Gates, Microsoft's co-founder, must have been a disruptive innovator when starting up the computing software giant.

(Source: adapted from www.new-inventions-success.com/Disruptive-Innovation,
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