

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**

**Advanced Subsidiary GCE**

**CRITICAL THINKING**

Paper 1

**2870/11**  
**2870/12**

Wednesday

**25 MAY 2005**

Afternoon

1 hour 30 minutes

Additional materials:  
Answer sheet  
Answer booklet

**TIME** 1 hour 30 minutes

**INSTRUCTIONS TO CANDIDATES**

- Write your name, Centre number and candidate number in the spaces provided on the answer booklet.
- There are two sections in this paper.

**Section A**

Answer **all** questions. For each question there are five possible answers, **A, B, C, D,** and **E**. Choose the **one** you consider correct and **record your choice of letter on the answer sheet provided.**

**Section B**

Answer **all** questions.

Read each question carefully and make sure you know what you have to do before starting your answer. Answer Section B in the answer booklet.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is 40.

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**This question paper consists of 13 printed pages and 3 blank pages.**

## Section A

Answer **all** questions in this section of the paper.

You are advised to spend no more than 30 minutes on this section of the paper.

- 1 Men have a higher rate of passing the driving test. But they go on to commit 88% of all driving offences, including 97% of all dangerous driving offences, and 89% of drink-driving offences. Women are much less likely to ignore traffic signs and pedestrians' rights. Though women are much more likely than men to hit stationary cars (including ramming the car in front in a traffic queue), this is the only type of offence where they outnumber men. A higher percentage of women than men believes speeding to be unacceptable, a point reinforced by the evidence that women are responsible for only 17% of speeding offences. Thus, despite what men think, women show much higher levels of good driving.

Which of the following is the **best expression of the meaning of the words** 'good driving' as used in the above argument?

- A driving with skill
- B driving within the speed limits
- C driving successfully in moving traffic
- D driving with consideration for others
- E driving with low overall rates of motoring offences

[1]

- 2 Though many people take vitamin and mineral supplements, the amount that we should take is strongly debated amongst medical experts. For example, with Vitamin C, they disagree whether we need daily doses of 40 mg, 60 mg, or even 1000 mg. Some argue against supplements altogether, claiming that our diet gives us all the vitamins and minerals we need. Such a diet includes, for example, enough protein, fruit and vegetables. But this approach makes a huge assumption: that all of us eat a healthy diet. Unfortunately, only 14% of the UK adult population eats the recommended daily five portions of vegetables. It is unlikely therefore that what we eat is going to be adequate for our health. We should continue to take vitamin and mineral supplements.

Which of the following, if true, **most strengthens** the above argument?

- A Taking too much Vitamin A or D can be a problem for our health.
- B The quality of an orange can vary according to its freshness, giving us anything from 116 mg to almost no Vitamin C.
- C The recommended daily amount of calcium can be obtained by drinking 1¼ pints of milk.
- D Alcohol and smoking can reduce the effects of taking vitamin supplements.
- E Some brands of vitamin supplements contain up to twenty-five times the recommended daily amounts.

[1]

- 3 There are mutant head lice that are resistant to *all* existing treatments. One strain of rat can happily eat poison all day. Perhaps even more alarming is the growth of ‘superbugs’ that are resistant to antibiotics. Quite simply, we are losing the battle against these mutants. Funding for research to fight the battle needs to be increased hugely. Bacteria mutate every 20 minutes, so they can develop resistance to drugs in a few weeks. This is obviously much faster than we can develop new antibiotics to attack them. Unless scientists can come up with new ways of dealing with creatures that threaten our health, we will soon find ourselves back in the days before modern medicine. Simple infections will kill us. Life will be miserable.

Which of the following is the best statement of the **main conclusion** of the above argument?

- A There has to be a big increase in funding for research into treatments to deal with creatures that threaten our health.
- B We will soon find ourselves back in the time when simple infections killed us.
- C Scientists must solve the problem of dealing with creatures that threaten our health.
- D We are losing the battle against mutant creatures such as head lice, rats, and superbugs.
- E Unless there is funding for research, scientists will be unable to develop treatments to deal with mutant creatures.

[1]

- 4 We see footballers doing it; we see tennis players doing it. People who exercise often begin with a few minutes of stretching. The belief is that such stretching will reduce the risk of muscle tears and strains. However, this belief in the need for stretching as a warm-up exercise is an ill-informed one. The pulling of legs to stretch them can damage knees and muscles. Of course, some stretching exercises have their place in sport, as part of a daily routine to improve strength and performance. But the best form of warm-up exercise is one that gets the blood moving faster around the body. Stretching doesn’t do that, but aerobic activities such as walking and jogging will.

Which of the following is **a conclusion that can be drawn** from the above passage?

- A Warm-up exercises in sport are less useful than people believe.
- B Stretching exercises work best after an aerobic warm-up exercise.
- C A combination of stretching and aerobic exercise can be recommended for people who play sport.
- D People who use stretching as a warm-up exercise will damage their knees and muscles.
- E Walking and jogging are the most effective way of improving sporting performance.

[1]

- 5 The hearing ability of 10,000 people around the world has been studied over the past ten years. Very surprisingly, those people who live in quiet, rural areas had hearing that was very poor. On the other hand, groups of people who are exposed to constant noise, such as orchestral musicians and airline pilots, had very good hearing. Young people will be cheered to discover that there was little difference between those who go clubbing and those who don't. The explanation is that continuous exposure to noise trains the ear to tolerate it, a process that cannot happen with very loud but rare noise. As a result, people who live in towns and cities will have better hearing than those who live in the country.

Which of the following is **a conclusion that can be drawn** from the above passage?

- A People who have poor hearing should not live in the countryside.
- B People in jobs that require ear-protection because of noise will tend to have poor hearing.
- C People who live in towns and cities do not notice the loudness of the traffic around them.
- D People's hearing is more at risk of damage at firework displays than in very busy city streets.
- E People who go clubbing will suffer less damage from sudden loud noises than those who don't.

[1]

- 6 Using the natural power of the wind to turn huge turbines to generate electricity is recommended by environmental groups. They argue that the advantages of 'wind farms' are both economic and environmental: they use a resource that's free, and they do not pollute (unlike, for example, coal). Plans have been made to build very large sites in the Wash, Liverpool Bay, and the Thames Estuary. Unfortunately, there are significant problems in these sites. First, there is the risk of collision: these sites are all in busy shipping lanes. Second, the turbines might interfere with radio signals used by both ships and coastguards. Though they might seem a good idea, it is clear that people are wrong to argue that wind farms should be built.

Which of the following is the best statement of the **flaw** in the above argument?

- A The author is inconsistent in the way in which they argue against wind farms.
- B The author assumes that the environmental groups have not considered any of the disadvantages of wind farms.
- C The author fails to consider arguments for wind farms other than those put forward by environmental groups.
- D The author presents the argument for wind farms by environmental groups in a way that exaggerates its weakness.
- E The author's argument against wind farms is one against their proposed siting rather than against them as such.

[1]

- 7 A recent study showed that many of those travelling on London Underground have been asked out by a fellow passenger. Of the eight Tube lines studied, the District line is the most romantic, with 48% of passengers having been asked out whilst travelling on it, although the Metropolitan line was close behind with 44%. The explanation for the finding of love on the Tube is that people tend to travel on the same line each day. In addition, people often sit in the same seat each day. As a result, someone who is attracted to a fellow passenger will be able to prepare themselves for asking them out. Clearly, then, if you want to find romance, you should travel on the Tube every day.

Which of the following, if true, **most weakens** the above argument?

- A 39% of passengers on the London Underground are unmarried.
- B The District line is one of the longest in the London Underground system.
- C Many of those who travel on the London Underground are not looking for romance.
- D Only 6% of those travelling on the Bakerloo line have been asked out by a fellow passenger.
- E Not all those travelling on the London Underground do so every day.

[1]

- 8 In May 2004, the European Union (EU) expanded to include ten new countries. At the time, various newspapers and organisations predicted that the UK would be 'swamped' by people from these EU countries. But we should look at the figures. It is unclear how they show this. The UK population is about 60 million. The Government predicted that between 12,000–13,000 would come here every year. The organisation 'Migrant Watch' predicted about 40,000; some newspapers predicted that 120,000 'might' come. These figures translate into percentages of only 0.02, 0.07, and 0.2 per cent. People need to be much less willing to believe what they're told about high levels of immigration. After all, would you feel that your pay packet was being 'swamped' by a 0.2 per cent pay rise?

Which of the following is the best statement of the **main conclusion** of the above argument?

- A Predictions about high levels of migration into the UK should not be so readily believed.
- B It is not clear how the predicted figures on immigration resulting from the expansion of the EU show that the UK will be 'swamped'.
- C We need to look carefully at the figures on predicted migration into the UK from the newly-expanded EU.
- D A percentage increase of 0.2 cannot be said to threaten the UK with being 'swamped' by immigration from the newly-expanded EU.
- E Figures on immigration into the UK from the new countries of the EU have been exaggerated.

[1]

- 9 A woman has been awarded damages for injuries she received in an accident whilst driving her four-wheel-drive (4x4) vehicle. The manufacturer of the vehicle has to pay her \$369 million (£200 million). 4x4 vehicles all have a number of poor safety features. They are higher than normal cars so they are more likely to tip over in an accident. Their height also makes them more likely, in an accident, to hit other vehicles above the bumpers and side-impact protection systems. Pedestrians are twice as likely to die if hit by a 4x4 compared to being hit by a normal car. Driving 4x4s is anti-social. The size of the award must force manufacturers fundamentally to change their design. So the award for damages is excellent news.

Which of the following, if true, **most strengthens** the above argument?

- A Sales of 4x4s have doubled in the UK over the past ten years.
- B 4x4s give out up to five times as much pollution as many small cars.
- C Some manufacturers of 4x4s also produce conventional cars with good safety records.
- D UK versions of 4x4s are often smaller than those built for the US market.
- E Manufacturers of 4x4s do not accept that their vehicles are dangerous.

[1]

- 10 Climate change is caused, in part, by the emission of certain 'greenhouse' gases such as carbon dioxide. One of the biggest producers of carbon dioxide is the aviation industry. It has been predicted that by 2050 a third of all greenhouse gas emissions will come from aircraft. The Government has agreed to allow air travel to increase from the present 180 million passengers to 480 million by 2030. This will result in a tripling of aircraft emissions. But the Government has also agreed to ensure the reduction of carbon dioxide emissions by 60 per cent by 2050. This is contradictory. Thus the government should reduce the degree to which the aviation industry can expand.

Which of the following, if true, **most weakens** the above argument?

- A Many industries in addition to aviation will have expanded by 2050.
- B The aviation industry will expand worldwide over the next thirty years.
- C Industries other than aviation will have significantly cut their carbon dioxide emissions by 2050.
- D The expansion of the aviation industry will bring benefits such as faster travel and the creation of many jobs.
- E Not all countries have agreed to cut their carbon dioxide emissions by 60 per cent by 2050.

[1]

- 11 There has been considerable publicity regarding the dangers of exposure to the sun. People who lie on the beach in order to get a tan are encouraged to put on high factor sun creams to reduce the risk of skin cancer. However, we should remember that sunshine provides us with Vitamin D, and this is important in keeping our bones strong and in helping to protect us against various diseases. Sun protection creams considerably reduce the body's ability to make Vitamin D. In consequence we must ensure that we have frequent exposure to the sun for the sake of our health.

Which of the following is the best statement of the **flaw** in the above argument?

- A The author fails to show that, though Vitamin D is necessary for health, sunshine is the only source of it.
- B The author fails to specify how frequent exposure to the sun could be beneficial to our health.
- C The author's conclusion is inconsistent with their advice about the dangers of exposure to the sun.
- D The author does not explain why Vitamin D is the main factor in determining our health.
- E The author fails to consider the benefits of sunshine to our health other than Vitamin D.

[1]

- 12 We put our clocks forward by one hour in the Spring; we put them back by one hour in the Autumn. It would be better if we kept our clocks permanently one hour forward. This would put us in the same time zone as the rest of Europe during the Winter. We would have lighter evenings throughout the year. Though this would mean darker mornings in the Winter, children tend to go directly to school in the morning, whereas after school they are likely to be out and about more, putting them at greater risk of being in a traffic accident. Not surprisingly, then, pedestrian deaths and serious injuries increase by about 12% in the month following the Autumn change of clocks.

Which of the following is an underlying **assumption** of the above argument?

- A The numbers of pedestrian deaths and serious injuries in Autumn are lower in the rest of Europe than those in the UK.
- B Road accidents not involving pedestrians increase in the month following the Autumn change of clocks.
- C Some of those pedestrians killed or seriously injured following the Autumn change of clocks are children.
- D There is a 12% reduction in pedestrian deaths and serious injuries in the month following the Spring change of clocks.
- E Darker mornings in Winter would not result in an increase in pedestrian deaths and serious injuries.

[1]

- 13 Every week people perform in karaoke sessions in pubs and clubs. But the majority of them should consider that evidence shows we are often poor judges of our ability to do things. Our judgement seems to be determined by how hard we think a task is. If we think it's hard, we judge that we're no good at it, so we don't do it. On the other hand, if there's something that we think looks easy, we think that we're very good at it, so we do it. Thus people who start to learn how to ski will often think they are better than they are and fall over. So when you next pick up the microphone, stop and think before you open your mouth.

Which of the following is an underlying **assumption** of the above argument?

- A Most people think that it's hard to sing karaoke.
- B People who perform in karaoke sessions are unable to sing well.
- C People who believe that karaoke is hard are likely to sing well.
- D Most people who sing karaoke believe wrongly that they're good at singing.
- E People who do not sing karaoke think that it's hard to do it.

[1]

- 14 Experiments have been carried out involving the addition of flavourings to cigarettes. Such flavourings include chocolate, tea, wine, syrup, and cherry juice. The idea is that such additives can change the taste of cigarettes in ways that consumers will appreciate. Of course, it should not be forgotten that some flavourings such as liquorice and cocoa butter are already used. However, with a noticeable recent increase in the proportion of young people who smoke, anything that further increases this proportion is to be regretted. These experiments should be condemned.

Which of the following is an underlying **assumption** of the above argument?

- A Chocolate, tea, wine, syrup, and cherry juice will all be used as additives in cigarettes.
- B The proportion of young people who smoke will continue to rise.
- C Cigarette smokers prefer brands that have flavourings such as liquorice and cocoa butter.
- D Cigarette companies are experimenting with flavourings in order to increase the number of young people who smoke.
- E Young people are more likely to smoke if cigarettes have flavourings such as chocolate added to them.

[1]



- 15 Though the UK jewellery industry is worth £2755 million, it is very much under-performing. This is because neither manufacturers nor retailers have a good understanding of what the public wants. For example, about half of customers want jewellery that is 'unusual'; however, 45% of retailers think that most customers want 'classic and traditional designs'. There are other trends that need to be noted. Platinum is increasingly preferred to gold for engagement and wedding rings. Younger customers prefer silver to gold jewellery. The age-group 20–24 are the biggest buyers of jewellery, and those 64 and over the smallest. Given that the younger group is growing, jewellers need to concentrate on the young market. In other words: forget 'classic and traditional'; think 'unusual' and think it in silver.

Which of the following is the best statement of the **main conclusion** of the above argument?

- A The UK jewellery industry is very much under-performing.
- B The jewellery industry needs to note trends in customer preferences.
- C Neither manufacturers nor retailers understand what jewellery customers want.
- D The jewellery industry should stop concentrating on customers aged 64 and over.
- E The jewellery industry should focus on the preferences of younger customers.

[1]

- 16 Paintings are being sold at auction for millions of pounds. Recently, a Picasso was sold for £54 million. One of Picasso's friends has stated that 'no painting is worth that much' and that people who spend that sort of money should use it for something more worthwhile. Some recent 'works of art' are not even evidence of great skill in drawing or painting (unlike the Picasso), yet rich collectors pay vast amounts for them. We obviously can't prevent the super-rich spending their money how they like, but there's something wrong when a painting is worth about the same as a developing country. The art world should stop this happening.

Which of the following is the best statement of the **flaw** in the above argument?

- A The author generalises from only one example of a highly-priced work of art.
- B The author's conclusion about the problem of expensive art is contradicted by one of their claims.
- C The author ignores the bias in the argument put forward by Picasso's friend.
- D The author ignores those works of art that are sold for much less than millions of pounds.
- E The author fails to explain how a painting can be worth about the same as a country.

[1]

Total marks for Section A [16] marks

## Section B

Answer **all** questions in this section of the paper.

You are advised to spend no more than 30 minutes answering the questions on each passage.

Read the passage 'Spoil The Child?' and then answer Questions 17–22 about it.

### SPOIL THE CHILD?

In 1860 a teacher beat a 15 year-old pupil to death. The case is famous for the court's judgement that a parent was entitled to use 'moderate and reasonable corporal punishment'. This issue of whether or not parents should have the right to smack their children has recently resurfaced. It is a right we need to defend. 1

Evidence from other countries fails to show that banning smacking is good for children. Those who argue against smacking often give the evidence from Sweden in support, in that Sweden was the first country to ban smacking. This was in 1979, so there has been plenty of time for evidence on the consequences of the ban to emerge. In 1965, 53% of Swedes supported physical punishment; now only 11% do. Not only is this lack of support irrelevant to the issue of whether parents should have the right to smack, it also tells us very little about what the ban has achieved. However, there are two things that do. One is that assaults by children against children rose significantly from 1981 to 1994. The second is that cases of child abuse similarly increased. Even evidence from UNICEF (the United Nations Children's Fund) shows that banning smacking is of no value. It shows that of the five countries that have the lowest rates of child abuse, only one has banned smacking. 2

Children are already protected by the law from unreasonable physical punishment. In 1998 the European Court of Human Rights ruled that courts must consider whether any physical punishment could be justified in a particular case. This means that parents do not always have the right to smack their children. 3

Those opposed to smacking often claim that it leads to children growing up to be aggressive. The evidence that is quoted in support of this claim has many problems. Oddly, as seen above, the Swedish evidence suggests the opposite, in that it showed that not smacking led to an increase in violence. In addition, to show that smacking leads to aggression, we need to show that other forms of punishment don't. Also (and very importantly for this debate) surveys in the UK show that most parents smack their children. Why then don't most children end up being aggressive? 4

Another argument that's used against smacking is that, since physical assaults between adults are illegal, so too should be smacking of children by parents. But there are significant differences between the two situations. Adults seriously assaulting each other and gentle smacks from a loving parent to a child are not the same thing. Anyway, the whole parallel between adults and children is significantly flawed. There are lots of things that we feel quite justified in doing to children that would probably land us in trouble if we tried to do them with adults. (Think no further than checking the state of a nappy.) 5

A very important part of the argument against banning smacking is that such a ban couldn't be enforced. How could it be? The prospect of children reporting parents raises massive problems. In Sweden, information on the ban on smacking was given on milk cartons so that, at breakfast time, every child was reminded of their rights. 'Eat up your breakfast, or you'll be late for school.' 'And if I don't?' 6

People who are opposed to smacking are part of that movement against disciplining children at all. They think that all children are always reasonable, such that good behaviour is learned through nothing but calm conversation. But they are wrong to think this. Furthermore, their whole case against smacking is wrong. The argument is supposed to be simple: smacking is violence; violence is bad; therefore smacking is bad. It's good logic, but a bad argument. And it's obvious why. 7

Now answer Questions 17–22.

- 17** Give **two** reasons the author uses to support their conclusion. [2]
- 18 (a)** In paragraph 2, the author states that a lack of public support for smacking is ‘irrelevant to the issue of whether parents should have the right to smack’.  
What piece of evidence in paragraph 4 is inconsistent with this position? [1]
- (b)** Evaluate the author’s argument in paragraph 4 that ‘to show that smacking leads to aggression, we need to show that other forms of punishment don’t.’ [1]
- 19** In paragraph 2, the author provides evidence on the increase in assaults by children on children and in child abuse.  
Evaluate the significance of this evidence for their argument against banning smacking. [2]
- 20 (a)** In paragraph 2, evidence from UNICEF is given to show that ‘banning smacking is of no value’.  
Evaluate this evidence to show if the author can argue this. [1]
- (b)** In paragraph 5, the author contrasts serious assaults between adults and ‘gentle smacks from a loving parent’.  
What is the weakness in this contrast? [1]
- 21 (a)** In paragraph 5, the author argues that ‘the whole parallel between adults and children is significantly flawed’.  
To what extent is the author’s argument for this flaw successful? [1]
- (b)** In paragraph 6, the problem of enforcing a ban on smacking is raised.  
How might an opponent of smacking respond to the author’s argument in this paragraph? [1]
- 22 (a)** In the final paragraph, the author criticises those who are opposed to smacking.  
Why is their criticism a weak one? [1]
- (b)** In the final paragraph, the author states that ‘it’s obvious why’ the ‘smacking is violence’ argument is a ‘bad’ one.  
Explain why it might be. [1]

Read the passage 'Keeping Babies on the Bottle' and then answer Questions 23–28 about it.

## KEEPING BABIES ON THE BOTTLE

More than 55,000 males aged between 15–29 die each year in Europe as a result of alcohol. Causes of these deaths include road accidents and alcoholic poisoning from over-consumption. This latter cause is particularly relevant in the UK as British children (under 18 years old) are amongst the heaviest under-age drinkers in Europe. In many countries drinking amongst 11 year-olds is almost non-existent (for example, in Norway it is only 1%), yet in Britain 10% of girls of this age drink at least once a week (and 14% of boys). It is therefore of considerable importance that we get the levels of drinking amongst British young people much lower.

1

Tobacco companies were criticised in the past for targeting young people, but both the adverts for alcohol and the products themselves are much more guilty of this. An American study has shown that young people were 93 times more likely to see an advert for alcohol than one discouraging people from drinking. Alarming, children between 9–11 were found to be more familiar with the Budweiser lizards than they were with Kellogg's Tony the Tiger. Indeed, the majority of 6–17 year-olds in the US preferred the Budweiser adverts to any for Pepsi, Barbie, Snickers, or Nike. The 73% of the American public who believe that alcohol adverts are a major contributor to under-age drinking must therefore be right.

2

There is a code of practice that advertisers are meant to use with regard to alcohol and young people, but the alcohol industry is always happy to ignore it. For example, there is supposed to be a ban on linking alcohol with sport. However, two of the country's biggest football teams (both in Liverpool) are sponsored by beer-making companies. Children can, as a result, dress themselves in junior kits prominently displaying brewers' logos.

3

In addition, alcohol is not meant to be advertised in such a way that sexual success is seen as linked to its consumption. However, though few companies make the link a directly stated one, the indirect link is very strong, with images of drinking being associated with excitement, clubbing, sexual attractiveness, and so on. This is emphasized by studies that show that the majority of teenagers believe that alcohol adverts *do*, in fact, target them.

4

The role of adverts in creating drinkers can be seen when one looks at how the drinking habits of young people in Britain have changed. In the 1920s and 1930s the 18–24 age group had the lowest consumption of alcohol in the adult population and were the group most likely not to drink. By the 1980s, the picture was exactly the opposite. It is no surprise that alcohol advertising did not target the young in the 1920s and 1930s. In fact, the relationship between advertising and consumption can be shown even more clearly. When we look at the figures for expenditure on alcohol advertising from 1992–2000 and those for the amount of alcohol consumption by 11–15 year-olds during the same period, we find that the level of increase in the two is exactly the same year by year.

5

In addition to direct advertising of alcohol, there is also indirect advertising. It is worth noting that the major soaps such as Coronation Street and Eastenders (both very popular amongst young people) have the highest frequency of incidents involving the consumption of alcohol of any type of programme.

6

Thus alcohol advertising must have a positive effect on young people. Just as tobacco companies can no longer advertise, so too should alcohol companies be banned from advertising.

7

Now answer Questions 23–28.

- 23 (a)** In paragraph 1, the author gives evidence on the number of young males in Europe who die each year as a result of alcohol.  
What assumption must the author make about this evidence to see it as relevant to the problem of under-age drinking in Britain? [1]
- (b)** In paragraph 1, the author gives evidence on the percentage of 11 year-olds who drink.  
What additional evidence do we need to decide whether ‘British children are amongst the heaviest under-age drinkers in Europe’? [1]
- 24 (a)** In paragraph 2, the author refers to an American study showing that young people were much more likely to see an advert for alcohol than one against it.  
What assumption about the impact of the two different types of advert must the author be making for this evidence to be relevant? [1]
- (b)** In paragraph 2, the author gives evidence on children and young people and the Budweiser adverts.  
What assumption must the author make to see this as evidence that alcohol adverts contribute to under-age drinking? [1]
- 25** In paragraph 3, the author claims that ‘the alcohol industry is always happy to ignore’ the code of practice with regard to alcohol and young people.  
Give **two** weaknesses in the way in which they argue for this claim. [2]
- 26** The author refers in paragraph 4 to studies that show that most teenagers believe that alcohol adverts are targeting them.  
How significant is this evidence for the author’s argument in this paragraph? [2]
- 27** Evaluate the evidence the author provides in paragraph 5 for their argument that adverts create drinkers. [2]
- 28 (a)** In paragraph 7, the author argues that ‘alcohol advertising must have a positive effect on young people’.  
What does the author mean by this ‘positive effect’? [1]
- (b)** Even if the author’s conclusion is accepted, what evidence provided by them could be used to show that young people might still be encouraged to drink alcohol? [1]

Total marks for Section B [24] marks





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