



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

Mark scheme January 2004

GCE

General Studies B

Unit GSB2

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Unit 2**Power**

Answers given in the mark schemes are not necessarily definitive. Other valid points must be credited, even if they do not appear in the mark scheme.

SECTION A

Marks for answers in this Section should be awarded in these bands:

Band	Marks	
1	33 - 40	A very good response showing understanding of the stimulus, of the issues, and of the task. Information of a specific kind from within and beyond the stimulus is analysed critically. The writing is well structured and balanced; facts, opinions and values (implicit and explicit) are clearly distinguished and weighed. Expression is clear and logical with no significant errors of style or grammar.
2	25 - 32	A good response showing understanding of the stimulus, of the issues, and of the task. Some attempt is made to combine information and examples from the stimulus and from elsewhere. The writing is quite well structured and balanced. Facts, opinions and values are recognised as such. Expression is reasonably clear and accurate, with few errors of style and grammar.
3	17 - 24	A competent, average response showing some understanding of the stimulus, but one that is largely dependent on it. Evidence is moderately well marshalled in writing that may lack structure and balance, and that may generalise. An adequate attempt is made to distinguish between fact and opinion, and to reach a conclusion. Expression is reasonably clear and accurate, although there may be some carelessness in style and grammar.
4	9 - 16	A limited response showing little understanding of the stimulus. No other information is drawn on. Evidence is loosely marshalled in writing that lacks structure and balance. Only a limited attempt is made to separate fact and opinion and to come to a conclusion. There is a lack of clarity, and inaccuracy in style, expression and grammar.
5	1 - 8	A response that barely addresses the issues; that shows little or no understanding of the stimulus. If there is other information it is of doubtful relevance. There is more assertion than argument, and no attempt is made at evaluation, summary, or conclusion. Clarity and accuracy are seriously impaired by significant errors in style, expression and grammar.
6	0	No response, or no relevant points.

1 Read the publicity material opposite about Dover and the White Cliffs.

A town, like any business, must market itself if it is to raise income. Choose any town or city known to you and write a report to the tourist board recommending how it might most effectively be marketed.

You should consider in your report:

- the attractions that you wish to highlight
- the ways of publicising them
- the people at whom this advertising should be directed.

(40 marks)

This is a very open assignment, and a good response might take many forms. The following band criteria add detail, specific to this question, to the standard descriptors. They are necessarily less concerned with content – since this will be determined by the town or site chosen by the candidate – and more with method.

- Band 1 The response will be in the *formal style* appropriate to a proposal to the tourist board.
It will be *very specific* in its identification of attractions, of the means chosen to publicise them, and of the market.
The proposal has *shape and coherence*, so that it gives the impression of having been thought through.
- Band 2 There is clear understanding of the nature of the task.
The proposal is written in an *appropriate style*.
Specific attractions are chosen, though they may be *unoriginal*.
There are some ideas for suitable marketing, an awareness of a particular market, and recommendations are drawn together at the end.
- Band 3 The response is *rather generalising*; there is a lack of detail.
There are echoes of the source; responses in the lower half of the band may be quite *source-reliant*.
There is still understanding of the task; but the proposal is *unconvincing, bland*, and laboriously source-dependent.
- Band 4 The task is *not fully understood*.
Style and content are not always appropriate.
There is no clear image of a particular town or site.
Expression is quite weak, and the response may be rather short.
- Band 5 The response is seriously inadequate. There is little understanding of the task, and little that is relevant to it.
Expression is very poor, and/or the response is very brief.

Specificity and an appropriate style will raise the mark; generalisation and source-dependence will depress it.

(40 marks)

SECTION B

Marks for answers in this Section should be awarded in the following bands:

Band	Marks	
1	25 - 30	A very good response, showing awareness of issues and usually going beyond a discussion of examples given in the question. Facts, concepts and opinions are well selected, interpreted and integrated in a balanced argument that is furnished with well chosen examples. These are evaluated critically and perceptive conclusions are drawn. Expression is clear and logical with no significant errors of style or grammar.
2	19 - 24	A good response, in which some attempt is made to draw on relevant knowledge. Evidence with apt examples is effectively marshalled in an argument that is structured and that recognises the difference between fact and opinion. Valid conclusions are drawn. Expression is reasonably clear and accurate with few errors of style or grammar.
3	13 - 18	A competent, average response, which draws on knowledge that is mostly relevant. Evidence is moderately well marshalled in an argument that recognises some distinction between fact and opinion, but it may be cue-dependent and generalising. Expression is reasonably clear and accurate, although there may be some carelessness in style or grammar.
4	7 - 12	A limited response showing little understanding of the question, and dependent on cues. Some knowledge is drawn on, but evidence is only loosely marshalled in an argument that lacks structure and recognises little distinction between fact and opinion. Examples are few, inapt, or missing. Expression is unclear and there is inaccuracy in style or grammar.
5	1 - 6	A very limited response, that draws on scant knowledge and this is of doubtful relevance. There is more assertion than argument and no distinction is made between fact and opinion. No examples are given to support the answer and no real conclusion is drawn. Clarity and accuracy are seriously impaired by significant errors in style or grammar.
6	0	No response, or no relevant points.

2 Gyms and fitness centres, where you can ‘pump iron’ and exercise on walking and cycling machines, have grown in popularity.

Comment on the value of such exercise for keeping fit and healthy.

You might consider the following in your answer.

- **what we mean by fitness**
- **why some people value being fit**
- **what the drawbacks of such exercise might be**
- **whether it is necessary to be fit to be healthy.**

(30 marks)

Positive comments might include:

- (a) walking is better than running/jogging, because it imposes less strain on joints and muscles
- (b) it is healthier to walk on a machine in a gym than it is to walk along a busy road breathing exhaust fumes
- (c) there are qualified personnel at gyms and fitness centres to ensure that novices do not put themselves at risk
- (d) fitness is not necessary to health, but health is necessary to fitness
- (e) fitness is a lifestyle choice; no-one pretends that visits to a gym or fitness centre is all that there is to health.

Negative comments might include:

- (n) fitness régimes may delude people into thinking that they can live unhealthy lives while not at the gym
- (o) the relatively unfit may be tempted to overdo exercise in the company of the relatively fit, and so injure themselves
- (p) exercise outdoors, breathing fresh air, may be of more value than pumping iron in the fetid atmosphere of a gym
- (q) fitness centres purvey snacks which undo whatever good may have been done by exercising
- (r) walking and cycling machines may tone muscles that are not used at other times, so the gym-habit has to be maintained
- (s) exercise is best taken as a part of one’s normal, everyday life.

Band 1 and 2 answers will present knowledge-based evidence and answer the health/fitness question.

Band 3 and 4 answers will generalise and not explore the health/fitness relationship.

(30 marks)

- 3 The poet W H Auden stated that no poem had saved a Jew from the gas chambers; and the novelist Martin Amis wondered whether he should be writing novels after the destruction of the World Trade Centre.**

Consider whether the arts have the power to make us stop and think about the dark side of human behaviour.

You might take account of the following in your answer:

- **the power of film and drama to move us**
- **ways in which we are affected by music**
- **the work of war photographers, artists and writers**
- **whether the arts can alter our beliefs.**

(30 marks)

The arts do have this power:

- (a) Orwell's post-war novels have always stood as a stark warning against totalitarian government
- (b) Owen's, Sassoon's, Rosenberg's poems of 1914-18 destroyed for all time the fiction that war is glorious
- (c) great painting, music, literature is civilising: it tunes our humane sympathies, and combats barbarism
- (d) great writers prove that the pen is mightier than the sword
- (e) painters must warn (as Dix and Grosz did in 1920s Germany); but they must also condemn after the event, as Picasso did in *Guernica*
- (f) music has soothed the savage breast ever since Saul's hot temper was calmed by David's lyre playing.

The arts do not have this power:

- (n) Germany was one of the most cultured, civilised nations of the world at the outset of the 20th century; Hitler was an accomplished water-colourist
- (o) martial arts, military music, heroic painting has as often glorified war as denounced it
- (p) for every Levi or Schlink novel that laments wartime inhumanity, there are a hundred sub-artistic crime novels to feed an appetite for sensation and 'thrills'
- (q) the arts touch a small minority of people; it is not the same minority of people who commit murder and mayhem
- (r) war paintings and photographs always depict historical events and states of affairs; we have never learnt anything from history.

Band 1 and 2 answers will refer to particular artists and products and to particular aspects of human behaviour. They will advance an argument.

Band 3 and 4 answers will generalise and not reach a valid conclusion.

(30 marks)

Approximate distribution of assessment objective marks

Question Numbers	1	2 / 3	AO marks per unit	
Assessment Objectives	AO1	5	5	10
	AO2	5	5	10
	AO3	15	10	25
	AO4	15	10	25
Total marks per question	40	30	70	