

General Certificate of Education
January 2004
Advanced Subsidiary Examination



GENERAL STUDIES (SPECIFICATION B)
Unit 2 Power

GSB2

Tuesday 13 January 2004 Morning Session

In addition to this paper you will require:
an 8-page answer book.

Time allowed: 1 hour 15 minutes

Instructions

- Use blue or black ink or 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 GSB2.
- Answer the question in **Section A** and **one** question in **Section B**.
- Do all rough work in your answer book. Cross through any work you do not want marked.

Information

- The maximum mark for this paper is 70.
- Mark allocations are shown in brackets.

Advice

- You should write your answers in continuous prose.
- You will be assessed according to your ability to:
 - select and use a form and style of writing appropriate to purpose and complex subject matter;
 - organise relevant information clearly and coherently, using specialist vocabulary when appropriate;
 - ensure text is legible, and spelling, grammar and punctuation are accurate, so that meaning is clear.

SECTION A

Answer this question.

- 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.

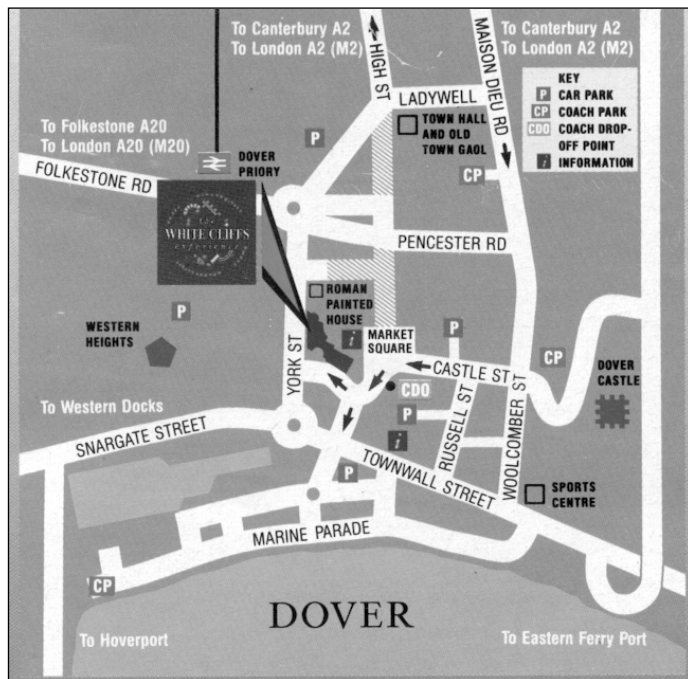
You should consider in your report:

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

(40 marks)

TURN TO PAGE 4 FOR THE NEXT QUESTION

DOVER and the White Cliffs



The Cliffs

The White Cliffs of Dover have been, for many visitors, over many centuries, their first view of England. They have represented leave-taking and homecoming. They inspired Shakespeare, and Vera Lynn. Marconi made his first international wireless transmission from the South Foreland Lighthouse in 1898; and in 1940, Sir Winston Churchill and Vice Admiral Ramsay planned the evacuation of Dunkirk from tunnels underneath Dover Castle.

The Castle

Prince Louis of France besieged the castle in 1216. What must it have been like to a medieval soldier defending the castle? You can experience the siege for yourself, the smoke from burning timbers, the cries of men fighting hand to hand, in a reconstruction using all the latest in special-effects technology. You can see for yourself all the trappings of the Tudor Court, for Henry VIII himself occupied the castle 450 years ago, to face down the French. And you can explore the labyrinth of tunnels deep down in the Cliffs where personnel were stationed in the dark days of the Second World War.

The Town

The Romans were among the earliest foreign visitors to Dover. At the Roman Painted House on York Street, you can see well-preserved wall-paintings and the original under-floor heating system. Maison Dieu is a wonderful Stuart building. It was once the residence of the Agent Victualler to the English fleet, and it is now the town's public library.

Waterloo Crescent is as magnificent a Regency parade as any that graces Brighton or Tunbridge Wells; and at the Dover Old Town Gaol, you can experience what life must have been like for those sentenced to prison in the 19th Century. You can exercise in the yard, and try for yourself the prisoners' beds.

Dover has something for everyone, from those who wish to discover the maze of medieval tunnels under the castle, to those who want nothing more than to picnic on Admiralty Lookout, watching the ferries come and go across the Channel.

Sources: adapted from publications of English Heritage, The National Trust and Dover Town Council

Turn over ►

SECTION B

Answer **one** of the following essay questions.

You are advised to use examples to illustrate your answers where appropriate.

EITHER

- 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)

OR

- 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)

END OF QUESTIONS