



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

Mark scheme January 2004

GCE

General Studies B

Unit GSB5

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Unit 5

Power-Regulation

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.

Marks should be awarded in these bands:

- | | | |
|-------------------|---------------|--|
| Band One | 9 – 12 | <ul style="list-style-type: none">• A good response which demonstrates awareness of the issue.• Language and communication skills complement the answer resulting in a concise, logical and clear structure, using appropriate style and expression and accurate use of grammar.• Evidence is well marshalled; examples are well chosen and help clarify assertions.• Understanding of the source is shown, and of the possibilities and limitations of different approaches to the subject. Facts and opinions and implicit and explicit values are clearly distinguished. |
| Band Two | 5 – 8 | <ul style="list-style-type: none">• A competent response which shows some awareness of the issue.• Language and communication skills are reasonably good and the structure is reasonably clear and logical. Style and expression are usually appropriate with some errors of grammar.• Evidence is moderately well marshalled using a few relevant examples accompanied by some explanation.• Some understanding of the source is shown and there is some recognition of the limitations of different approaches to the subject. Facts and opinions and implicit and explicit values are sometimes distinguished. |
| Band Three | 1 – 4 | <ul style="list-style-type: none">• A limited response in which only one or two basic points are identified.• Language and communication skills are, at best, adequate. Clarity of expression is marred by poor style and inaccuracies of grammar.• Evidence is poorly marshalled, with arguments tending to one side only, and examples being basic and few.• Little understanding of the source is shown or of the distinction between fact and opinion and implicit and explicit values. |
| Band Four | 0 | <ul style="list-style-type: none">• No response, or no relevant information. |

1 To what extent have shopping malls such as Merry Hill had an effect on consumer behaviour? (12 marks)

Has had an effect

- (a) the convenience of so many goods and services under one roof
- (b) with the extra facilities e.g. restaurants, cinemas, toilets, etc., “shopping” becomes “a day out” for the whole family
- (c) once in operation, it acts as a magnet for consumers from a wide geographical area, facilitated by large amounts of free parking
- (d) nearby small towns suffer from the construction of such malls with less trade, and many small traders closing down
- (e) the vast majority are chain stores where goods are competitively priced
- (f) some centres lay on subsidised transport to help persuade those without cars to get there e.g. Sheffield Supertram
- (g) crèche facilities encourage parents to shop
- (h) “trapped” by the location and variety of facility into buying more than you need.

Has not had an effect

- (n) many consumers still use individual retailers in small towns as they always have e.g. newsagents, post offices, specialist shops etc.
- (o) those without their own transport are less likely to be tempted by shopping malls
- (p) the use of Internet shopping could have a greater effect in the future
- (q) shopping malls are simply roofed over high streets. So what is different?
- (r) the growth of “local” stores such as Alldays and Tesco Express indicates a need for alternatives.

Candidates should discuss a range of points covering both sides. A one-sided answer is unlikely to reach Band One.

- 2 Faced with these facts there would seem to be a good case for animal experimentation. To what extent do you agree with this view? (12 marks)**

Arguments for animal experimentation

- (a) humans are the superior species; hence anything which can alleviate suffering in humans justifies animal experimentation
- (b) with new medicines the effects of low doses similar to those likely to be given to patients are investigated. Intermediate and high doses are also studied and hence the chance of detecting rare events such as onset of cancer is increased
- (c) some diseases that affect humans can be artificially induced in animals so that the effects of potential new treatments can be studied
- (d) if animal experimentation did not occur, how would we move from the laboratory to the pharmacist
- (e) economic reasons – small rodents are the animals most likely to be used in toxicity tests.

Arguments against animal experimentation

- (n) from an ethical viewpoint, can inflicting suffering on animals (whatever the benefit for humans) be justified?
- (o) animals should not be exploited
- (p) many of the experiments have only limited use because of the difference between humans and animals e.g. how chemicals are modified in the body, in the ways and rates they are excreted and in their toxic effects. Hence it can be dangerous to extrapolate results from one species to another
- (q) even with the Draize eye test, there are physiological and biochemical differences between rabbit and human eyes so the rabbit eye is an imperfect model for the human eye
- (r) for some diseases such as schizophrenia and dementia no good animal models are available. We cope in this area. Why not in other areas?
- (s) computer modelling is used in much medical work
- (t) animals should not be used for research on cosmetics which is not essential for the preservation of human life.

Candidates should discuss a range of points covering both sides. A one-sided answer is unlikely to reach Band One.

3 How far do you believe that the price of a piece of art depends upon its quality?
(12 marks)

Price does depend upon quality

- (a) techniques which experts can explain are good identifying factors re. the quality of a painting, e.g. style, brushwork, use of materials
- (b) “quality will out” – recognised quality in other works by the same artist will have an effect on the price, when another painting becomes available
- (c) art of a particular genre or period, as confirmed by auction or sale prices, confirms quality
- (d) quality encompasses the ability to communicate desired meaning – Rubens does this here.

Price does not depend upon quality

- (n) depends upon supply/demand – a dead artist can produce no more canvasses, hence there is a likelihood that values will rise
- (o) values will rise even if it is recognised that the work is inferior c.f. other work by the same artist
- (p) art is seen as an investment by many – quality becomes irrelevant, as long as the investment improves
- (q) genres of art vary in popularity like fashion, hence quality is not relevant, popularity is
- (r) context of the art is important; much art is priceless because it is unique e.g. Sistene Chapel
- (s) price can be linked to country/culture of origin. In an era when little art was produced it is deemed to be worth more e.g. Maoist Chinese art
- (t) religious significance e.g. icons can be a discriminating factor
- (u) individual taste can be a decisive factor.

Candidates should discuss a range of points covering both sides. A one-sided answer is unlikely to reach Band One.

4 To what extent do you believe that politicians today are less respected by the electorate. (12 marks)

Are less respected

- (a) media coverage, often of an intrusive nature, makes politicians less different than others
- (b) politicians try to break down barriers and appeal to the electorate and lose respect e.g. William Hague's baseball cap
- (c) Intrusive media coverage of politicians' lives can lead to a lessening of the aura surrounding them
- (d) accountability for actions is far more prevalent today, with politicians not being immune to this
- (e) specific wrong doing by some politicians e.g. Archer, Aitkin, Hamilton, Byers, Vaz, Mandelson leads to all politicians being tarred with the same brush
- (f) the use of spin by all parties has had an adverse effect, with the electorate not believing what they are told
- (g) the decline in turnout of the electorate voting could be seen as a consequence of lessening of respect.

Are not respected less

- (n) the vast majority of politicians at both local and national level are honourable people who perform their roles to the best of their abilities. This is recognised by the general public
- (o) there are far more demands made on politicians than in the past: a few do not measure up, but it is unwise to generalise
- (p) many politicians because of their surgeries, attendance at constituency events etc. gain greater respect from many in a locality
- (q) because of their media exposure and availability for "sound-bite television", many politicians enhance their position in both party and country
- (r) some voters recognise that politicians have a very difficult, relatively low paid, temporary form of employment. It is recognised that most perform this well.

Candidates should discuss a range of points covering both sides. A one-sided answer is unlikely to reach Band One.

5 How far do you believe that the legal system treats us all equally? (12 marks)**Treats us equally**

- (a) everyone can complain to the police, who may gain enough evidence for the C.P.S. to bring a criminal case
- (b) civil law and it redresses are available to all
- (c) far more information is now available for those who wish to pursue litigation e.g. law centres and Citizens Advice Bureau
- (d) it is possible to insure against legal expenses either as a stand alone policy, or as part of household credit card or motor insurance
- (e) the legal profession now advertises and many lawyers work on a “no win, no fee” basis
- (f) the use of legal aid or what is now known as Access to Justice Act 1999.

Does not treat us equally

- (n) legal advice and help can be very expensive, so many are denied access to justice
- (o) as the loser in a civil case must usually pay the costs of the winner, the rich have the advantage of being able to hire good lawyers and pay for the time needed to do the job properly. If the case goes to court they can afford to take the risk of losing or they can drag out the case by making it more complex
- (p) some groups are stopped disproportionately on suspicion of having committed offences, and are consistently discriminated against e.g. young males, working class blacks
- (q) ignorance of access to legal redress leads to inequality i.e. some do not know their rights
- (r) some people can be intimidated by the actual court procedure and process.

Candidates should discuss a range of points covering both sides. A one-sided answer is unlikely to reach Band One.

Approximate distribution of assessment objective marks

Question Numbers	1	2	3	4	5	AO marks per unit	
Assessment Objectives	AO1	3	4	3	3	3	16
	AO2	1	2	1	2	2	8
	AO3	3	2	3	2	3	13
	AO4	5	4	5	5	4	23
Total marks per Question	12	12	12	12	12	60	