

General Certificate of Education
June 2005
Advanced Subsidiary Examination



GENERAL STUDIES (SPECIFICATION B)
Unit 2 Power

GSB2

Monday 23 May 2005 Afternoon Session

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

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TURN TO PAGE 4 FOR THE NEXT QUESTION

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SECTION B

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

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

EITHER

2 It is government policy to enable 50 per cent of all 18-30 year olds to enter higher education.

How far do you support this policy?

You might consider the following in your answer:

- the growing numbers of applicants
- alternatives to university education
- the economic needs of the country
- the value we attach to higher levels of education.

(30 marks)

OR

3 A company typically spends 2-5 per cent of its annual income on advertising.

Discuss whether you believe this money is well spent.

You might consider the following in your answer:

- the extent to which we are exposed to advertising
- whether advertising influences your own buying behaviour
- what advertising contributes to the media
- the degree to which we believe what advertisers tell us.

(30 marks)

END OF QUESTIONS