



General Certificate of Education

General Studies 5766

Specification B

GSB1 Conflict

Mark Scheme

2006 examination – January series

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

General Studies

Specification B

Unit 1

(GSB1 Conflict)

Answers given in the mark scheme 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:

11 - 15 (Band One)

- A good response showing knowledge and understanding of the topic and the issues covered.
- Clear and accurate expression used with no significant errors of style, spelling or grammar, ensuring a logical and relevant response.
- Evidence is well marshalled, ensuring interpretation and evaluation and thus allowing a valid and thoughtful conclusion to be reached.

6 - 10 (Band Two)

- A competent response showing some knowledge and understanding of the topic and the issues covered.
- Reasonably clear and accurate expression used with relatively few errors of style, spelling or grammar, ensuring a fairly logical and relevant response.
- Evidence is moderately well marshalled, ensuring some interpretation and evaluation and thus allowing a valid conclusion to be drawn, though there may be a lack of structure and balance.

1 - 5 (Band Three)

- A limited response showing little knowledge and understanding of the topic and the issues covered.
- Poor and inaccurate expression used with significant errors of style, spelling or grammar leading to a rather illogical and/or irrelevant response.
- Evidence is poorly marshalled, ensuring little interpretation and evaluation and thus leading to little or no valid conclusion, with a possibility of assertions being made from no hard evidence.

0 (Band Four)

- No response or no relevant points.

1 Discuss the arguments for and against genetically modified (GM) food.

(15 marks)

For GM food:

- (a) they can be made disease and pest resistant so insecticide sprays etc. are not needed, with clear environmental benefits
- (b) modification could make a crop viable in a climate where it is likely to fail in natural conditions
- (c) big increases in yields could help put an end to hunger in the world
- (d) people in the UK have been eating and drinking products from chicken, pork and beef fed on GM-rich diets for more than a decade with no ill-effects
- (e) 50% of the US soya bean crop is GM – yields have increased by 25% because they are no longer susceptible to pests like the corn borer
- (f) current research to genetically modify tomatoes and bananas so they contain the hepatitis-B vaccine could provide an extremely cheap and effective way of ridding the world of this potentially lethal illness
- (g) it would be possible to produce seed strains that would allow 10-20% of a crop to be weeds before their resistance to the weeds kicks in, so that food sources would still be available for natural wildlife.

Against GM food:

- (n) evidence of one set of experiments at least, has shown some development of cancers in rats fed GM potato
- (o) large areas containing only one type of GM crop will decimate the natural habitats of wildlife and destroy ecosystems
- (p) it is not known whether the long term effects of GM foods might be to create new strains of illness to which there might be no human cure
- (q) there is a threat that genes could leap species barriers
- (r) there is evidence that some of the GM material survives the supposedly foolproof heating system and infects animal feed
- (s) Greenpeace and other interest groups are concerned that GM crops risk inflicting irreparable damage on the environment
- (t) there is a danger of contamination of organic crops when GM seeds are planted upwind of them
- (u) GM is driven by profit not by ethics.

A balanced response is preferable, however, it is possible for a one-sided answer to reach Band One.

2 All the major soap operas on television have many similarities and few differences.

How far do you accept this view?

(15 marks)

Do have many similarities:

- (a) they are deliberately designed to be escapist
- (b) they are set in “typically” working class communities
- (c) much of the action takes place in a pub, which acts as a focus where groups of characters can be brought together
- (d) they generally feature characters with strong regional accents
- (e) an amazing number of dramatic incidents occur within a very small geographical area
- (f) every episode ends with some incident that entices viewers to watch the next one
- (g) there is virtually no discussion of current events in soap operas
- (h) all have several half-hour weekly episodes
- (i) long lost relations appearing
- (k) all are ratings driven.

Do have differences:

- (n) some soaps tackle social issues e.g. Eastenders re. HIV/AIDS
- (o) the scripts of some e.g. Coronation Street are generally light and witty, whereas others such as Eastenders are more serious
- (p) some are set in more luxurious surroundings e.g. Neighbours; Home and Away; some are rural rather than urban e.g. Emmerdale
- (q) a variation in the number of episodes per week
- (r) some have omnibus versions e.g. Coronation Street, Eastenders, some do not e.g. Emmerdale, Neighbours.

A balanced response is preferable, however, it is possible for a one-sided answer to reach Band One.

3 The use of modern technology for surveillance purposes is an unacceptable intrusion into our lives.

How far do you agree with this view?

(15 marks)

Agree with this view:

- (a) CCTV cameras in public places mean that we can be monitored 24/7
- (b) increased use of speed cameras on roads means that many motorists who have caused no accidents are being fined
- (c) long lens cameras mean that celebrities can be photographed, when they least expect to be
- (d) the eyes of 'Big Brother' mean that our privacy and human rights are being gradually eroded e.g. the collection of data on computer systems
- (e) the use of internet/telephone 'bugging' devices means we can be tracked even in the privacy of our own homes
- (f) I.D. cards
- (g) candid-camera-style programmes exploit and publicise people's embarrassing errors for entertainment
- (h) the misuse of public/private money through wrong priorities.

Disagree with this view:

- (n) as long as people are not breaking the law, what have they to fear?
- (o) this surveillance is all very necessary, especially post 9/11
- (p) in a litigious age, this evidence can prove vital in court cases
- (q) the use of tagging devices etc. ensures that communities are generally safer. Utilitarianism can be seen as a valid concept
- (r) the use of CCTV cameras in schools, hospitals etc. are clear deterrents against potential criminal activity and engender more of a feeling of well-being
- (s) as criminals become ever more sophisticated in their use of technology to commit crime, law-enforcement agencies must use technology to counter crime.

A balanced response is preferable, however, it is possible for a one-sided answer to reach Band One.

4 It is the critics who decide what is a work of art.

To what extent do you agree with this viewpoint?

(15 marks)

Do agree:

- (a) art critics can mould people's opinions re. the validity of the treatment of the subject
- (b) there are techniques which critics can explain which identify whether a piece of work is "good"
- (c) the role of the critics in informing the public about the arts through media projection, can make or break an artist and his/her work e.g. use of the Turner Prize
- (d) it is assumed that the art critic will possess superior knowledge as to what is "good"
- (e) critics may influence the opinions of gallery owners and hence what is exhibited and talked about.

Disagree:

- (n) if a person enjoys/values a piece of art then it is valid in their eyes
- (o) art appreciation can be very personal – a piece is enjoyed because it captures a moment, rekindles memories, has a close association etc.
- (p) the winners of prestigious awards are not always appreciated by many of the general public
- (q) conducted tours of art galleries give a plethora of information which can guide opinions
- (r) art increases in worth i.e. becomes perceived as good when the artist is dead
- (s) general media coverage can generate support or opposition to new artworks
- (t) many artists in the past became famous and successful through the use of patrons e.g. Canaletto became famous through wealthy Britons commissioning him to paint Venetian scenes, witnessed by them during a Grand Tour
- (u) sponsors are a modern form of patronage e.g. the Turner Prize is sponsored by the Sainsbury Arts Centre
- (v) who needs the critics anyway?

A balanced response is preferable, however, it is possible for a one-sided answer to reach Band One.

5 Discuss the view that there are no benefits to society from the takeover of one company by another.

(15 marks)

Has no benefits:

- (a) mergers will lead to branch closures which in turn will lead to reductions in service and job losses
- (b) less choice and reduced competition mean familiar high-street names disappear and with them standards of service
- (c) conglomerates may be less responsive to consumer needs/demands
- (d) economics theory shows that monopoly power can cost more
- (e) firms in competition for sales will ensure cheaper prices and better service to ensure they obtain that sale
- (f) monopolies do not have to worry about quality of performance/service if there are no rivals.

Has benefits:

- (n) can lead to a leaner, fitter organisation more able to compete on a national and international stage
- (o) stronger firms still need to take note of consumer needs, otherwise their image will slide
- (p) the firm which successfully takes over another can use the expertise obtained to produce goods at cheaper prices than the original company
- (q) it avoids a duplication of firms producing very similar goods, which end up confusing potential customers
- (r) the takeover by a successful company can put new life and zest into a company ensuring that they become more customer and price responsive
- (s) takeover of a firm specialising in a different product or service can enhance and extend the range provided to the customer by the successful firm, leading to possible savings etc.
- (u) takeovers can lead to windfall payments to stake-holders
- (v) can protect some jobs in an ailing company e.g. when BMW took over Rover.

A balanced response is preferable, however, it is possible for a one-sided answer to reach Band One.

6 Social mobility means people moving from one social class to another.

To what extent are there greater opportunities for this to happen today?

(15 marks)

Are greater opportunities:

- (a) improved levels of education – far greater percentage sit ‘A’ levels or equivalent and obtain degrees
- (b) changes in occupational structure – advent of computerisation has led to less demand for manual skills and a move to “white collar” working
- (c) media, sports and entertainment stars can use their power and influence to move upwards socially e.g. Sir Elton John, David Beckham O.B.E.
- (d) it is possible for the situation to be reversed; the lawyer’s son can become a bus driver
- (e) talent is based on ability, not on inherited wealth
- (f) marriage can provide an opportunity
- (g) lottery winners have greater financial power and can certainly move into the middle class.

Are not greater opportunities:

- (n) The Old School Tie network still exists: who you know, not what you know obtains in employment etc.
- (o) the underclass may find any kind of social mobility difficult, e.g. gender issues – glass ceiling; disability issues – covert selection process; racial issues – covert selection process
- (p) to move into the upper class, where inherited wealth is important, is difficult
- (q) in a qualifications-fixated society, a lack of literacy skills and paper qualifications can seriously impede social mobility
- (r) there are obstacles to too much social mobility e.g. selection of potential MPs, ethnic minority judges etc.
- (s) socialisation in the home and school is a powerful conditioning factor.

A balanced response is preferable, however, it is possible for a one-sided answer to reach Band One.

Distribution of assessment objective marks across Unit 1

Question Numbers	1	2	3	4	5	6	AO marks per unit
Assessment Objectives AO1	9	9	9	9	9	9	36
AO2	2	2	2	2	2	2	8
AO3	4	4	4	4	4	4	16
Total marks per Question	15	15	15	15	15	15	60