



General Certificate of Education  
Advanced Subsidiary Examination  
January 2010

# General Studies (Specification B)

# GENB1

Unit 1 Conflict

Tuesday 12 January 2010 1.30 pm to 3.00 pm

**For this paper you must have:**

- an 8-page answer book.

## Time allowed

- 1 hour 30 minutes

## Instructions

- Use black ink or black 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 GENB1.
- Answer **three** questions.
- Do all rough work in your answer book. Cross through any work that you do not want to be marked.

## Information

- There are 30 marks for each question.
- The maximum mark for this paper is 90.
- You will be marked on your ability to:
  - use good English
  - organise information clearly
  - use specialist vocabulary where appropriate.
- All questions should be answered in continuous prose.

## Advice

- Where appropriate use examples to illustrate your answer.

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Answer **three** questions.

Write your answers in continuous prose.

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

There are 30 marks for each question.

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- 1 About 35 million people in the UK shop online every year – and the number is growing.

How far does online shopping mean that small businesses can compete successfully with large ones?

You might consider:

- why people might choose to shop online
- how online businesses attract their customers
- the quality of service provided by businesses online. *(30 marks)*

- 2 Schools and colleges aim to encourage their students to show understanding and tolerance of the beliefs of others.

Discuss how successfully schools and colleges achieve this aim.

You might consider:

- the ways that schools and colleges encourage tolerance and understanding
- how easy or difficult it is to show tolerance towards others
- whether schools and colleges and society share similar values. *(30 marks)*

- 3 Police Authorities now have recruitment targets for women, black, and Asian officers to boost recruitment from under-represented groups.

Discuss whether positive discrimination towards such groups might be helpful to society.

You might consider:

- why there might be a need for positive discrimination
- the effects of positive discrimination
- the values represented in positive discrimination. *(30 marks)*

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- 4 A headline in *The Independent* newspaper responded to the Government's announcement that the school-leaving age will be raised to 18 by calling the idea 'plain daft'. (24 January 2008)

To what extent should the press challenge the government?

You might consider:

- the types of challenge made by the press
- the impact that the press might have
- the role of the press in a democratic society.

(30 marks)

- 5 'The more electronic equipment we have, the more there is to go wrong.'

To what extent does such electronic technology make our lives easier?

You might consider:

- electronic equipment in the workplace and in the home
- our dependence on electronic technology
- whether such technology improves the quality of our lives.

(30 marks)

**END OF QUESTIONS**

**There are no questions printed on this page**