



General Certificate of Education
Advanced Level Examination
January 2011

General Studies (Specification B)

GENB3

Unit 3 Power

Tuesday 25 January 2011

1.30 pm to 3.30 pm

For this paper you must have:

- a Source Booklet enclosed as an insert.
- a 12-page answer book.

Time allowed

- 2 hours

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 GENB3.
- Answer **three** questions.
Answer **both** questions in Section A and **one** question from Section B.
- Do all rough work in your answer book. Cross through any work that you do not want to be marked.

Information

- The marks for each question are shown in brackets.
- The maximum mark for this paper is 80.
- 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.

Section A

In **Section A**, use the texts, your own knowledge and examples, to answer **both** questions.

0 1 Read **Texts A** and **B**.

‘Images, pictures and logos are a powerful factor in influencing behaviour.’

Argue in favour of the above statement, using examples of your own as well as those in **Texts A** and **B**. *(20 marks)*

0 2 Read **Texts C** and **D**.

‘Pictures and images alone cannot tell the whole story.’

Argue in favour of the above statement, using examples of your own as well as those in **Texts C** and **D**. *(20 marks)*

Section B

In **Section B**, use the texts, your own knowledge and examples, to answer **either** Question 03 **or** Question 04.

You may draw on some of the ideas expressed in **Section A** in your answer.

EITHER

0	3
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Through a variety of media we receive news, opinions, adverts, which are presented to inform and influence.

How much power do businesses and organisations have to influence people's actions and attitudes? *(40 marks)*

OR

0	4
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As a country we consume an increasing amount of energy, yet many of us oppose power stations for environmental reasons.

How far is it possible for the UK to develop an energy mix that is diverse, ethical and reliable? *(40 marks)*

END OF QUESTIONS

There are no questions printed on this page