



General Certificate of Education
Advanced Subsidiary Examination
January 2012

General Studies (Specification B)

GENB1

Unit 1 Conflict

Tuesday 10 January 2012 1.30 pm to 3.00 pm

For this paper you must have:

- a 12-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

- You should use examples to illustrate your answer.

Answer **three** questions.

Write your answers in continuous prose.

You should use examples to illustrate your answers.

There are 30 marks for each question.

0 1

'Pressure groups such as People for the Ethical Treatment of Animals (PETA), the animal rights group, are no more than a showcase for extreme views.'

How far do pressure groups represent the majority view of society?

You might consider:

- the issues on which pressure groups campaign
- the methods they use to draw attention to their cause
- the role of pressure groups in a democratic society.

(30 marks)

0 2

'If we are pushed far enough, we are all capable of acting aggressively, but we are not all equally aggressive.'

Discuss what makes some people more aggressive than others.

You might consider:

- how different situations might lead to aggressive behaviour
- whether aggression is learned or is a natural instinct
- the values that underlie aggressive and non-aggressive behaviour.

(30 marks)

0 3

There is a saying, "Don't judge a book by its cover."

Discuss the extent to which judging people by their appearance leads to stereotyping.

You might consider:

- what we mean by stereotyping
- other influences that might lead to stereotyping
- whether stereotyping is always wrong.

(30 marks)

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“Artists have a say, and what they say can change the world as much as a politician can.” (Yoko Ono)

How far can the arts “change the world”?

You might consider:

- what people consider the arts to be
- the impact of the arts on people’s lives
- whether important values are expressed through the arts. *(30 marks)*

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‘My mobile is an iPhone, I wear Nike trainers and I only drink Coca Cola.’

How important are brand names to consumers?

You might consider:

- the techniques companies use to target consumers
- what influences consumer choices
- the values associated with brand names. *(30 marks)*

END OF QUESTIONS

There are no questions printed on this page