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**GENERAL PAPER**

**8001/21**

Paper 2

**October/November 2018**

MARK SCHEME

Maximum Mark: 50

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**Published**

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

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This document consists of **10** printed pages.

**Generic Marking Principles**

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptors for a question. Each question paper and mark scheme will also comply with these marking principles.

**GENERIC MARKING PRINCIPLE 1:**

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

**GENERIC MARKING PRINCIPLE 2:**

Marks awarded are always **whole marks** (not half marks, or other fractions).

**GENERIC MARKING PRINCIPLE 3:**

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

**GENERIC MARKING PRINCIPLE 4:**

Rules must be applied consistently e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

**GENERIC MARKING PRINCIPLE 5:**

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

**GENERIC MARKING PRINCIPLE 6:**

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

| Question | Answer  | Marks     |
|----------|---|-----------|
| 1(a)     | <p><b>allowed the right:</b> entitled</p> <p><b>established:</b> ascertained</p> <p><b>lack of care:</b> negligence</p> <p><b>made-up:</b> manufactured</p> <p style="text-align: right;"><b>4 × 1</b></p>  | <b>4</b>  |
| 1(b)     | <p>Credit any valid material. Candidates are at liberty to interpret any of the data provided in other ways from those suggested below.</p> <ul style="list-style-type: none"> <li>• Kirs has a most inflexible, unpleasant neighbour who seems to enjoy annoying him</li> <li>• Yak makes inaccurate or even untrue criticisms/complaints e.g. the cat</li> <li>• Kirs is trying to be a good neighbour, e.g. pruning branches, but Yak does not thank him</li> <li>• the fence is in a bad state and Kirs worries that Yak is not going to replace it</li> <li>• Kirs is worried that the fence may fall soon and maybe even harm his children or dog</li> <li>• Kirs is concerned that Yak may report him to the police, even though he has done nothing wrong</li> <li>• he is tired of Yak making up pathetic stories e.g. the water hose drowning his flowers</li> <li>• he is concerned and upset that Yak may be spying on him in his garden, especially when sunbathing or relaxing</li> <li>• Kirs has been accused of spying through the holes in the fence, which could be breaking the law</li> <li>• He is very worried about the state of his driveway being damaged by Yak's tree roots</li> </ul> <p style="text-align: right;"><b>12 × 1 or 6 × 2</b></p> | <b>12</b> |
| 1(c)     | <p>Credit any valid material. Candidates are at liberty to interpret any of the data provided in other ways from those suggested below.</p> <ul style="list-style-type: none"> <li>• Yak is tired of all Kirs' complaints and criticisms, e.g. rotting fence</li> <li>• does not like the idea of Kirs throwing back branches into his garden, which would make extra work for him</li> <li>• he thinks Kirs is stealing his fruit, which he thinks is illegal</li> <li>• he thinks Kirs has poked holes in the fence knots to spy on them and invaded their privacy</li> <li>• tired of Kir's water hose wetting his fence and garden, especially drowning flowers</li> <li>• nearly tripped over a pushbike on the pavement and hurt himself (if true ...)</li> <li>• does not like Kirs' cat digging up his vegetables, thus depriving him of food</li> <li>• annoyed Kirs does not recycle properly e.g. glass in wrong container</li> </ul> <p style="text-align: right;"><b>12 × 1 or 6 × 2</b></p>   | <b>12</b> |

| Question | Answer   | Marks     |
|----------|--|-----------|
| 1(d)(i)  | <ul style="list-style-type: none"> <li>• Kirs could always completely ignore Yak and refuse to speak to him</li> <li>• Kirs could offer to pay half, or a certain amount, for a new high fence</li> <li>• they could find an informal mediator who would listen to both sides and advise accordingly</li> <li>• Kirs could be friendlier and more tolerant, although this might prove difficult</li> <li>• he could repair and cover all the knot holes</li> <li>• he could stop watering the fence by moving his sprayer further away</li> <li>• he could just ignore the fruit tree branches and fruit</li> </ul> <p style="text-align: right;"><b>4 × 1 or 2 × 2</b></p>  | <b>4</b>  |
| 1(d)(ii) | <p>Candidates can choose to answer either ‘yes’ or ‘no’, or even both if they wish.</p> <p>Yes, because:</p> <ul style="list-style-type: none"> <li>• there would be no more problems if Yak moved away</li> <li>• there would be a new owner move in who would likely not be as bad</li> <li>• the new owner would hopefully install a new fence and all would be well</li> </ul> <p>No, because:</p> <ul style="list-style-type: none"> <li>• it would cost Yak much money to move house</li> <li>• it is, after all, mainly only a problem of installing a new fence, which is much less costly</li> <li>• neighbours should learn to try to work things out and live in harmony if possible</li> </ul> <p style="text-align: right;"><b>3 × 1 or 1 × 2 + 1</b></p> | <b>3</b>  |
| <b>1</b> | Use of English   | <b>15</b> |

| Question  | Answer  | Marks    |
|-----------|---|----------|
| 2(a)(i)   | ebb and flow<br>rise and fall<br>(have)lost favour<br><br>$2 \times 1$  | <b>2</b> |
| 2(a)(ii)  | become opposites over time/everything changed round over time/gone full circle  | <b>1</b> |
| 2(a)(iii) | a pale shadow of their former selves  | <b>1</b> |
| 2(b)      | Accept anything along the lines of:<br><br><ul style="list-style-type: none"> <li>• selfishness/greed/lack of respect</li> <li>• too busy to be nice/pace of life too fast for manners</li> <li>• got to earn money to stay alive and it is a cut-throat business</li> <li>• manners are old-fashioned/out of date in this modern world</li> <li>• the 'Me' generation</li> </ul><br>$3 \times 1$   | <b>3</b> |
| 2(c)(i)   | Accept any of the following comments, using own words not text:<br><br><ul style="list-style-type: none"> <li>• sophisticated way of life</li> <li>• a way of life which encouraged good health</li> <li>• uplifting countryside and views</li> <li>• country speaks many different languages and can cater to many nationalities</li> <li>• appreciative of many different countries' way of life and culture</li> <li>• many wealthy people with a wealthy lifestyle</li> <li>• settled government and way of life</li> <li>• not influenced by other countries so able to live in freedom</li> </ul><br>$6 \times 1$ | <b>6</b> |
| 2(c)(ii)  | Accept any of the following comments, using own words not text:<br><br><ul style="list-style-type: none"> <li>• less demand for the schools as women now had a different importance</li> <li>• changing ideas on the position of women in our way of life</li> <li>• the development of women's rights movements</li> <li>• the growth in importance of women in the workplace</li> <li>• overheads became too high and profits fell</li> <li>• cost of staffing, property rents etc. became too high</li> </ul><br>$4 \times 1$ or $2 \times 2$  | <b>4</b> |
| 2(c)(iii) | <ul style="list-style-type: none"> <li>• different demand i.e. understanding Western culture</li> <li>• to learn Western etiquette and manners</li> <li>• need to know how to treat Western business people</li> </ul><br>$2 \times 1$ or $1 \times 2$  | <b>2</b> |

| Question | Answer   | Marks     |
|----------|--|-----------|
| 2(d)     | <ul style="list-style-type: none"> <li>• not allow outsiders into their debutante system</li> <li>• only aristocratic families could participate</li> <li>• tried to marry debutantes to aristocratic bachelors</li> <li>• committee selected suitable debutantes,</li> <li>• or they were sponsored by elite members of society</li> </ul> <p style="text-align: right;"><math>2 \times 2</math> or <math>1 \times 2 + 2 \times 1</math></p>  | <b>4</b>  |
| 2(e)(i)  | <p><b>burgeoning:</b> flourishing, <u>rapidly/fast</u> growing, booming, <u>fast</u> expanding</p> <p><b>counterparts:</b> equivalents, opposite numbers, equals, peers, fellows</p> <p><b>uncouth:</b> uncultured, uncivilised, unrefined, unpolished, unsophisticated, crude, loutish, boorish</p> <p><b>frequent:</b> visit often/regularly, go to often/regularly, stay in often</p> <p><b>aspiring:</b> hopeful, optimistic, hopeful, determined</p> <p><b>defunct:</b> obsolete, no longer of use, dead</p> <p style="text-align: right;"><math>6 \times 1</math></p>  | <b>6</b>  |
| 2(e)(ii) | <p><b>burgeoning:</b> The burgeoning demand for new roads, lighting, energy supply lines and the like for the towns growing new suburbs could not be afforded by the town council, so they had to borrow from other sources.</p> <p><b>counterparts:</b> In the school exchange with Malaysia the Singaporean pupils f</p> <p><b>uncouth:</b> Eating with fingers seemed an uncouth way of behaving at dinner until our teacher told us that this was standard practice in our exchange school's country.</p> <p><b>frequent:</b> 'If your daughter continues to frequent dubious nightclubs and bars she might earn a less-than-complimentary name for herself,' warned my best friend.</p> <p><b>aspiring:</b> Many an aspiring young footballer enters Manchester United's youth academy, but very few ever make it to the first team on a Saturday.</p> <p><b>defunct:</b> After 158 years of spinning the cotton mill became defunct owing to competition from overseas, and over 300 workers lost their jobs in the closure.</p> <p style="text-align: right;"><math>6 \times 1</math></p> | <b>6</b>  |
| <b>2</b> | Use of English   | <b>15</b> |

| Question | Answer   | Marks    |
|----------|--|----------|
| 3(a)     | Allow any sensible comment for 1 mark, such as: <ul style="list-style-type: none"> <li>• dangerous as could be mistaken for a sweet by a child</li> <li>• a risky venture, might not sell well</li> </ul>  | <b>1</b> |
| 3(b)     | Credit either advertising agency along the following lines:<br><br><b>BUZZA</b> <ul style="list-style-type: none"> <li>• much bigger, more important agency overall</li> <li>• better attention as more staff to allocate to Newaria</li> <li>• more experienced staff e.g. 12 senior executives</li> <li>• successful as has 32 major clients</li> <li>• experienced in working on adverts for TV and internet</li> <li>• won 18 awards so proven track record</li> <li>• has 20 years of experience</li> </ul><br><b>EPIC</b> <ul style="list-style-type: none"> <li>• very small agency so would get close personal attention</li> <li>• as probably not well known it would try extra hard to make a name for itself</li> <li>• fewer projects on the go so more time to give to Newaria</li> <li>• although only has two years of experience would be keen to impress</li> <li>• may work harder so as to improve annual profits</li> <li>• uses minor TV channels so could be cheaper</li> </ul> <p style="text-align: right;"><b>3 × 2 or 6 × 1</b></p> | <b>6</b> |
| 3(c)(i)  | Magazine advert  | <b>1</b> |
| 3(c)(ii) | Internet popup   | <b>1</b> |
| 3(d)(i)  | A  | <b>1</b> |
| 3(d)(ii) | B  | <b>1</b> |

| Question | Answer   | Marks |
|----------|--|-------|
| 3(e),(f) | <p>Credit any valid material. Candidates are at liberty to interpret any of the data provided in other ways from those suggested below:</p> <p><b>Television advertisement</b><br/>Advantages</p> <ul style="list-style-type: none"> <li>• second largest projected audience so will attract a wide range of purchasers</li> <li>• a high level of all round cost-effectiveness/ for \$2 million can earn \$12 million</li> <li>• can hire a professional TV crew</li> <li>• fronted by a famous TV actor</li> <li>• highest projected income <u>of all the methods</u> (\$12 million)</li> <li>• a moving picture can show the product better in a real-life time sequence</li> <li>• can easily show the product being used in a wide range of places/situations e.g. restaurant</li> <li>• generates a narrative that hooks in the viewer</li> </ul> <p>Disadvantages</p> <ul style="list-style-type: none"> <li>• the most expensive advert to make (\$2 million)</li> <li>• the most expensive to air (\$8 million)</li> <li>• exposure to market is only one month/shortest</li> </ul> <p><b>Magazine advertisement</b><br/>Advantages</p> <ul style="list-style-type: none"> <li>• second cheapest to make (\$0.4 million)</li> <li>• exposure to market is second longest so may reach a wide ranging audience</li> <li>• more control over targeted audience</li> <li>• can perhaps change the picture every month in each new magazine edition</li> <li>• second highest projected income (\$6 million)</li> </ul> <p>Disadvantages</p> <ul style="list-style-type: none"> <li>• second most expensive to publish (\$2 million)</li> <li>• third largest/ second smallest projected audience (5 million)</li> <li>• not a well-known face to advertise it so audience is not convinced</li> <li>• middle-aged parent not the best for a product targeted at young people</li> <li>• not all readers look at adverts in magazines</li> <li>• concern over the positioning within the magazine for maximum exposure</li> </ul> | 12    |



| Question | Answer   | Marks |
|----------|--|-------|
| 3(e),(f) | <p><b>Internet pop-up</b><br/>Advantages</p> <ul style="list-style-type: none"> <li>• second cheapest to air (\$0.6 million)</li> <li>• largest projected audience at 14 million ensuring possibility of high sales</li> <li>• will relate well to projected sales audience – young people who use internet a lot</li> <li>• young personality will make product appear ‘trendy’ and ‘cool’</li> </ul> <p><b>Disadvantages</b></p> <ul style="list-style-type: none"> <li>• second most expensive to make</li> <li>• pop-ups not very popular with many people – irritating</li> <li>• (although projected audience is the highest) many people do not even look at them</li> <li>• projected income is second lowest (\$3 million)</li> <li>• comedian may not be well known across all audience age groups</li> <li>• second shortest running length of six weeks so limited exposure</li> <li>• might be amateurish as only IT team producing the pop-up</li> </ul> <p><b>Billboard</b><br/>Advantages</p> <ul style="list-style-type: none"> <li>• cheapest advertisement to make (\$0.3 million)</li> <li>• cheapest to place (\$0.4 million)</li> <li>• longest running length at 34 weeks</li> <li>• people will see the billboard in a town/city and might go straight to a shop to buy while they remember</li> </ul> <p>Disadvantages</p> <ul style="list-style-type: none"> <li>• lowest projected audience (2 million) as billboards not seen by a great number of people</li> <li>• many people rush/cycle/drive past a billboard without even noticing it</li> <li>• many people do not watch gardening programmes and may wonder who the host is</li> <li>• not easy to position clearly a large billboard by the side of a road – advert may not be clear</li> </ul> <p>Whilst deciding a mark, award:</p> <p><b>10–12</b> for a relevant, perceptive and balanced assessment (e.g. 3 advantages and 1 disadvantage; 3 disadvantages and 1 advantage) in their own words that endorses only one scheme and gives at least <b>four</b> reasons;</p> <p><b>7–9</b> when <b>one</b> of the criteria above has not been satisfied;</p> <p><b>5–6</b> when <b>two</b> of the criteria above have not been satisfied;</p> <p><b>3–4</b> when the answer is badly flawed but contains some worthwhile material;</p> <p><b>1–2</b> when there is little merit in the answer;</p> <p><b>0</b> when there is no merit in the answer.</p> |       |

| <b>Question</b> | <b>Answer</b>  | <b>Marks</b> |
|-----------------|----------------|--------------|
| 3               | Use of English | 15           |