

## MARK SCHEME for the October/November 2012 series

### 8001 GENERAL PAPER

8001/23

Paper 2, maximum raw mark 50

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 will not enter into discussions about these mark schemes.

Cambridge is publishing the mark schemes for the October/November 2012 series for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level components and some Ordinary Level components.

<b>Page 2</b>	<b>Mark Scheme</b>	<b>Syllabus</b>	<b>Paper</b>
	<b>GCE AS LEVEL – October/November 2012</b>	<b>8001</b>	<b>23</b>

1 (a) Credit the material below or any other valid points.

Source C:

- An extremely prompt and full-length letter headed 'Top Priority' was received by way of reply, thus giving the impression that Agnes Brekko was not to be brushed aside as a complainant.
- She was assured that the source of the chicken breasts would be under close scrutiny as part and parcel of Chillit's strict regime of food hygiene.
- An apology of sorts was made and an attempt to keep her as a customer.
- Agnes Brekko received a modest reimbursement without having asked for it.
- No blame was apportioned to Agnes Brekko as a customer.

Source D:

- Agnes Brekko fared better with Chillit's than someone she knew.
- She had no actual proof of purchase to back up her complaint.
- The chicken pieces cost 375 cents. If she had used the vouchers, Agnes Brekko would have been well up on the deal.
- The chicken breasts seemed to have been consumed even if not particularly palatable.
- As the firm subsequently withdrew the item, Agnes Brekko might derive some satisfaction that the firm had taken her seriously and that she had forced the company in this direction.

**[10]**

Mark on impression but, on deciding a mark, award

9 – 10 for a relevant, perceptive and consistent assessment that explores at least four pieces of evidence in about 100 words

7 – 8 when one of the above criteria has not been satisfied

5 – 6 when two of the above criteria have not been satisfied

3 – 4 when the answer is badly flawed but contains some worthwhile material

1 – 2 when there is little merit in the answer

0 when there is no merit in the answer.

Any relevant content above 100 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

<b>Page 3</b>	<b>Mark Scheme</b>	<b>Syllabus</b>	<b>Paper</b>
	<b>GCE AS LEVEL – October/November 2012</b>	<b>8001</b>	<b>23</b>

(b) Credit the material below or any other valid points.

Source C:

- The careless or insensitive blunder over 'Ms Prekko' might have annoyed Mrs Agnes Brekko.
- No admission of liability but a fair amount of smugness. There was not even a hint that there might be something wrong with the actual recipe.
- Agnes Brekko could have been made to look small by being made out to be the only person who had complained.
- She received a paltry reimbursement in comparison with sums awarded to dissatisfied customers earlier.

Source D:

The complaint should have carried more weight for the following reasons:

- Chillit's had previously been sued by the Dulwo Health Authority.
- Chillit's supplier of chicken dishes might well have been disgruntled and become lax in view of non-payment.
- The recipe would have been relatively untested if launched only recently.
- There must be something in her allegations if the product was withdrawn from sale only a few days later.

**[10]**

Mark on impression but, on deciding a mark, award

9 – 10 for a relevant, perceptive and consistent assessment that explores at least four pieces of evidence in about 100 words

7 – 8 when one of the above criteria has not been satisfied

5 – 6 when two of the above criteria have not been satisfied

3 – 4 when the answer is badly flawed but contains some worthwhile material

1 – 2 when there is little merit in the answer

0 when there is no merit in the answer.

Any relevant content above 100 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

<b>Page 4</b>	<b>Mark Scheme</b>	<b>Syllabus</b>	<b>Paper</b>
	<b>GCE AS LEVEL – October/November 2012</b>	<b>8001</b>	<b>23</b>

- (c) (i) Accept any three of the following:  
 Away until February 15th,  
 Agnes Brekko would not have seen the newspaper report  
 or known that frozen food in her freezer had thawed.  
 Although the meat was underdone,  
 they had still eaten it and not felt unwell.  
 The complaint is essentially about the instructions. **3 × 1 [3]**

Any relevant content above 30 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

- (ii) She was dishonestly claiming that the recipe was faulty  
 whereas all meat was thrown out because of the power cut. **2 × 1 [2]**

Any relevant content above 20 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

- (d) Candidates are entitled to their own interpretation of the character of Agnes Brekko but may reach the following conclusions. Be prepared to credit any other valid slants.
- She was one for a bargain in her use of vouchers.
  - Her frugality was also apparent if she ate the chicken even if unpleasant.
  - She is well organised in having a 'ready meal' for their return.
  - She hardly appears to use her initiative when she strictly followed the cooking instructions despite wondering about putting frozen meat straight in the oven.
  - Perhaps she doesn't like cooking.
  - The same diffidence is also evident when she shies off asking for her money back or for a more handsome reimbursement.
  - She wastes no time in complaining and may always deal with issues promptly.
  - She expects the firm to want to know exactly when the product was bought, why they were away from home in the interim, the precise instructions that were followed and how long it was after they came back that the meal was taken out of the oven ... This might reinforce the impression of lack of self-confidence or indicate a literal-mindedness that flourished on factual detail.
  - Rather uncharacteristically, she seems casual in the extreme over till receipts.
  - She must be reasonably sociable to get on well with one neighbour, at least, to the extent that the latter gave her some vouchers to use at Chillit's.
  - She takes great pains over the format of the letter but is old fashioned. **[10]**

Mark on impression but, on deciding a mark, award

- 9 – 10 for a relevant, perceptive and plausible analysis that explores at least four facets of character in about 100 words  
 7 – 8 when one of the above criteria has not been satisfied  
 5 – 6 when two of the above criteria have not been satisfied  
 3 – 4 when the answer is badly flawed but contains some worthwhile material  
 1 – 2 when there is little merit in the answer  
 0 when there is no merit in the answer.

Any relevant content above 100 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

Page 5	Mark Scheme	Syllabus	Paper
	GCE AS LEVEL – October/November 2012	8001	23

2 (a) Credit the material below or any other valid points. **Do not credit any material that is a blatant and avoidable ‘lift’.**

**A**

- MN was a sound scholar until comparatively recently.
- She is still endorsed by her school.
- The school she comes from has established links with the University whose staff recognised her potential not so many months previously.
- Her motivation is apparent through her continued contact with the school and, arguably, through her badgering the Admissions Tutor.

**B**

- OP is at ease with a number of international languages and is, in all probability, a Hoddolese-speaker within his family whose roots are in Igazel.
- He should be an asset to a university that takes sport seriously while his father should carry some clout as a benefactor.
- OP, when he takes over the family firm, might follow the example of his father and pour money into Gopello if he has attended the University.

**C**

- QR’s keenness to learn and improve himself is as evident in retirement as it was when he was young and with his way to make.
- Not only is he an avid reader but he himself is an/experienced lecturer/expert in his own sphere/ad hoc linguist.
- He is a familiar figure on the University campus and knows some of the staff quite well.
- Admitting an elderly undergraduate might break the mould and encourage others.

**D**

- A course in Hoddolese would mark an important stage in ST’s career and would have an extremely practical application in the world of work.
- She would certainly do her level best in it, judging from her track record, while she seems to have achieved balance between work, leisure and family.
- She won’t have lost touch with the young, among whom she would be studying.
- The University, for its part, would benefit financially from admitting a civil servant.

**[10]**

Mark on impression but, on deciding a mark, award

9 – 10 for a relevant, perceptive and consistent assessment that explores at least four considerations in about 100 words

7 – 8 when one of the above criteria has not been satisfied

5 – 6 when two of the above criteria have not been satisfied

3 – 4 when the answer is badly flawed but contains some worthwhile material

1 – 2 when there is little merit in the answer

0 when there is no merit in the answer.

Any relevant content above 100 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

Page 6	Mark Scheme	Syllabus	Paper
	GCE AS LEVEL – October/November 2012	8001	23

(b) Credit the material below or any other valid points. **Do not credit any material that is a blatant and avoidable 'lift'.**

**A**

- MN has done badly in one set of examinations and this pattern might continue.
- She may be emotionally disturbed as a result of the row at home
- and easily influenced by the doubtful company she is now keeping
- as she drifts from one pad to another and encounters academic drop-outs.
- She may have used underhand means through her aunt to get through to Klept.
- Contacting Klept so late could be construed as harassment.

**B**

- As the successor to the family firm whose head could soon retire, OP might give up the course with little or no notice.
- Hoddolese is not his first choice. He may have applied just to get to university.
- He could try to change to Law at the end of the first year.
- He is not a natural academic
- and would find much of the course (i.e. literature) beyond him
- and be much too casual over linguistic niceties.
- His other interests might well distract him from his studies.

**C**

- QR lacks formal academic qualifications (so fails matriculation requirements)
- while he may be considered as far too old to take up any kind of university course
- especially as he is not as physically fit as he was
- and lacks any kind of rapprochement with those much younger than he is.
- After a successful career, he might not take kindly to starting at the bottom again
- while his pronounced political views might prove unpopular.

**D**

- ST is not a linguist
- or someone with a literary bent.
- Her academic qualifications are hardly appropriate.
- She would have to move from elsewhere
- and might not find a place at day school for her children
- or count on the support of her ex-husband when it came to settling them down in their new environment.

**[10]**

Mark on impression but, on deciding a mark, award

9 – 10 for a relevant, perceptive and consistent assessment that explores at least four considerations in about 100 words

7 – 8 when one of the above criteria has not been satisfied

5 – 6 when two of the above criteria have not been satisfied

3 – 4 when the answer is badly flawed but contains some worthwhile material

1 – 2 when there is little merit in the answer

0 when there is no merit in the answer.

Any relevant content above 100 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

<b>Page 7</b>	<b>Mark Scheme</b>	<b>Syllabus</b>	<b>Paper</b>
	<b>GCE AS LEVEL – October/November 2012</b>	<b>8001</b>	<b>23</b>

(c) Credit the material below or any other valid points. **Do not credit any material that is a blatant and avoidable ‘lift’.**

- Personal considerations have no bearing whatever on any decision affecting ST.
- Apparently, JK has no direct experience of OP but she could have been in contact with OP’s father if the latter had known about the University sufficiently to become a benefactor. If so, JK might be prepared to overlook OP’s manifest academic shortcomings.
- JK might well remember MN as a promising schoolgirl, a while back, and might be unwilling to expunge that impression.
- However, unless JK was a saint, she might find MN’s late-night calls an ordeal and evidence that she was not a suitable candidate for a place.
- JK is on sufficiently intimate terms with QR to be told by the latter of his problems with his grandchildren.
- Doubtless, JK will have attended some, at least, of QR’s presentations on industrial relations.
- They may well bump into each other at the main library from time to time.
- All this contact with QR may predispose JK in his favour but she will have heard colleagues sounding off about the old man’s politics. **[10]**

Mark on impression but, on deciding a mark, award

9 – 10 for a relevant, perceptive and balanced assessment that explores at least four considerations in about 100 words

7 – 8 when one of the above criteria has not been satisfied

5 – 6 when two of the above criteria have not been satisfied

3 – 4 when the answer is badly flawed but contains some worthwhile material

1 – 2 when there is little merit in the answer

0 when there is no merit in the answer.

Any relevant content above 100 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

(d) Candidates may select any point on the list but must justify their choice

Assess the quality of each response bearing the following in mind:

- perspective (the parameters of **2 (a), (b) and (c)**)
- insight (why the selected point is so important to the review of the four applicants)
- forcefulness of argument
- length
- fluency. **[5]**

Any relevant content above 50 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

Page 8	Mark Scheme	Syllabus	Paper
	GCE AS LEVEL – October/November 2012	8001	23

- 3 (a) (i) One goal (financial gain, in the case of *Obliquity*) (1) should never be pursued to the exclusion of every other consideration. (1) [2]

Award 2 marks for each relevant and fully-developed response.  
Award 1 mark for each relevant response that needs to be clinched.

Any relevant content above 20 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

**Do not credit any material that is a blatant and avoidable 'lift'.**

- (ii) Both books stress that the input of as many employees as possible in a firm should count (1) and everyone should work together for their mutual benefit. (1) [2]

Award 2 marks for each relevant and fully-developed response.  
Award 1 mark for each relevant response that needs to be clinched.

Any relevant content above 20 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

**Do not credit any material that is a blatant and avoidable 'lift'.**

- (b) Credit any six of the points below or any other valid material.

- In both situations, as many participants as possible are actively involved.
- Those concerned do their own thing/express their own views
- before agreeing on joint action,
- the success of which is assured.
- The writer, however, does not make it entirely clear whether what the bees discover are defects of the hive or the alternative habitats. (Allow any awareness of ambiguity or confusion.)
- The various new locations are tested only to the extent that more bees come to inspect them.
- How responding to a dance is the same as evaluating the pros and cons of group discussion is by no means established
- even if both result in a vote
- (and a prompt decision). 6 × 1 [6]

Any relevant content above 60 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

**Do not credit any material that is a blatant and avoidable 'lift'.**



<b>Page 9</b>	<b>Mark Scheme</b>	<b>Syllabus</b>	<b>Paper</b>
	<b>GCE AS LEVEL – October/November 2012</b>	<b>8001</b>	<b>23</b>

- (c) The airline had to concede that passengers could interact on board (1) and make their own (seating) arrangements, as ants might. (1) Nevertheless, the only choice over seating that they allowed passengers was at check-in. (1) [3]

Any relevant content above 30 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

- (d) Credit any ten of the points below or any other valid material.

- What should be done is left to a single person or a small group of individuals
- who, at a time of crisis,
- may insist on a plan
- that has catastrophic consequences.
- Alternative courses of action
- and the unexpected are not taken into account
- when not enough colleagues are involved in thrashing out ideas,
- influencing outcomes
- or implementing whatever has been decided.
- Rigid management structures
- and excessive paperwork
- hamper the whole process.

**10 × 1 [10]**

Any relevant content above 100 words should be totally disregarded. Examiners should draw a double horizontal line at that point. Too short an answer means that content will be inadequate.

**Do not credit any material that is a blatant and avoidable 'lift'.**

- (e) (i) aggressive: over-forceful, on the offensive, bullying, to attack  
vulnerable: likely to be hurt, harmed or attacked, open to attack  
critical: made at a time of crisis, having very serious consequences, vital  
eventually: finally, at long last  
bureaucracy: too much official routine, red tape  
coordinate: organise people or things to work together.

**6 × 1 [6]**

- (ii) For example ...

You should not have intimidated the class by shouting and being so aggressive.  
Having advanced too quickly, the army became vulnerable to attack from the rear.  
At this critical juncture, any slip of the tongue could be disastrous.  
After protracted negotiations, a compromise was eventually reached.  
Bureaucracy involves so much paperwork that nothing is settled quickly.  
I cannot hope to coordinate so many factions into a coherent opposition party.

**6 × 1 [6]**