

**ADVANCED SUBSIDIARY GCE
GENERAL STUDIES**

2961

The Cultural Domain

FRIDAY 18 JANUARY 2008

Morning

Time: 1 hour 15 minutes

Additional materials (enclosed): Answer Booklet (8 page)

Additional materials (required):
None



INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- If you use additional sheets of paper, fasten the sheets to the Answer Booklet.
- Answer **all** questions in Section A and **one** question in Section B

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- You are advised to divide your time equally between Sections A and B.
- **Where an answer requires a piece of extended writing, the quality of your written communication will be assessed, including clarity of expression, structure of arguments, presentation of ideas, grammar, punctuation and spelling.**

This document consists of **4** printed pages.

Section A

Answer **all** the questions in this section.

Case 1: John, aged 42

Christmas is always a special time and I really enjoy the experience of browsing around the Christmas markets in Manchester. I love getting wrapped up in a hat and scarf and enjoying a glass of mulled wine. It's all part of that Christmas experience. Having said that, my parents are almost house bound now and having introduced them to the internet a couple of years ago they have found it indispensable. Mum can now use email to keep in touch and do everything from buying her presents to choosing the turkey!

5

Case 2: Paul, aged 30

I am a regular user of the internet but I am nervous about shopping and downloading information. So, with some trepidation I took my first steps into the world of the on-line High Street. After the initial fear of leaving my bank details on-line it was all plain sailing – no rushing, crowds or noise – I'd ordered my first DVD as a Christmas gift for my dad! All I had to do was wait – and wait I did! I was told that my purchase would take three days to arrive. After a week it still hadn't come and on looking at my email I noticed a message that said it would take up to a month to arrive. After five weeks I had lost the will to live!

10

Case 3: Jane, aged 22

I have a job which involves a lot of overtime and unsocial hours. I rarely get a chance to go shopping so the internet is a god-send to me. Whilst I have been shopping on-line for a while, this is the first Christmas when I have done most of my present buying this way. I have been able to find most things, including sending my boyfriend flowers to apologise for the time I stood him up! I am not looking forward to next month's credit card bill.

15

1 State briefly what you understand by the following terms:

- (a) 'browsing' (line 1)
- (b) 'Christmas experience' (line 3)
- (c) 'downloading information' (line 7)
- (d) 'on-line High Street' (line 8)
- (e) 'unsocial hours' (line 14). [15]

2 **Case 1**

- (a) Outline **two** elements of John's attitude to Christmas shopping. [4]
- (b) Briefly outline **two** ways, other than shopping, that the internet could help people who are housebound. [4]

Case 2

- (c) Give **two** reasons why Paul might be nervous about giving his bank details. [4]
- (d) Give **two** advantages and **two** disadvantages of buying or downloading recorded music and DVDs on-line. [8]

Case 3

- (e) Outline, in your own words, **three** problems which Jane might face if she continues to live her life in this way. [15]

Total [50] marks

Section B

Answer **one** question from this section. Answers must be in continuous prose.

- 3 (a) Suggest and briefly outline **three** new topics to add to a school or college curriculum that would develop the beliefs and values of students. [10]
- (b) 'Part of a school's role should be to teach its students how to live responsibly as well as how to learn.' Explain what you understand by this statement and discuss how far you agree with it. [40]
- 4 (a) Briefly outline **three** ways in which cultural groups identify themselves in the UK today. [10]
- (b) Assess the extent to which the integration of minority cultures is succeeding in the UK. [40]
- 5 (a) Suggest **three** ways in which local radio is of value to listeners in the UK. [10]
- (b) With the growth and variety of global television broadcasting, to what extent is there a place for radio in the mass media? [40]

Total [50] marks

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