

**ADVANCED SUBSIDIARY GCE
GENERAL STUDIES**

2964

The Social Domain 1

FRIDAY 18 JANUARY 2008

Morning

Time: 1 hour 15 minutes

Additional materials (enclosed): Insert
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.
- Write your answers in the Answer Booklet.
- 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 and **1** insert.

Section A

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

- 1 In the years between 1918 and 1939 Slough grew rapidly as a modern industrial town on the edge of London. Towards the end of that period the poet John Betjeman wrote about Slough. Here are four selected verses from his poem.

Come, friendly bombs, and fall on Slough
It isn't fit for humans now,
There isn't grass to graze a cow
Swarm over, Death! 4

Come, bombs, and blow to smithereens
These air-conditioned, bright canteens,
Tinned fruit, tinned meat, tinned milk, tinned beans
Tinned minds, tinned breath. ... 8

... And talk of sports and makes of cars
In various bogus Tudor bars
And daren't look up and see the stars
But belch instead. 12

In labour saving homes, with care
Their wives frizz out peroxide hair
And dry it in synthetic air
And paint their nails. 16

From Slough by John Betjeman

- (a) State briefly, in your own words, what you understand by the following terms used in the poem:

- (i) 'friendly bombs' (line 1) [3]
(ii) 'tinned minds' (line 8) [3]
(iii) 'bogus Tudor bars' (line 10) [3]
(iv) 'synthetic air' (line 15) [3]

- (b) (i) John Betjeman was expressing, through verse, his concerns about developments in an industrial town in the 1930s. On the basis of his poem describe **three** features of a town known to you of which you think John Betjeman might **disapprove**. [9]
(ii) John Betjeman was expressing, through verse, his concerns about developments in an industrial town in the 1930s. On the basis of his poem describe **three** features of a town known to you of which you think John Betjeman might **approve**. [9]

[Poem taken from John Betjeman's Collected Poems, published by John Murray, 1958]

- 2 Insert 1 shows the first draft of a form to be used in an opinion poll to assess public reaction to the decision to close a small local hospital.

Answer the following question in your answer booklet and **not** on Insert 1.

Select **five** ways in which you feel the form should be improved. For each of these propose, with a reason, an improvement to the form. [20]

Total [50] marks

Section B

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

- 3 (a)** In recent years, and despite public concerns, the government of the UK encouraged migration of people from the EU into the UK.
Suggest reasons for this government policy. [10]
- (b)** A recent report 'Ready, Willing and Able' has suggested that many people over the retirement age would like to continue working but are having difficulty in finding a job.

Compare the advantages for an employer of employing a person of usual retirement age with the advantages of employing a recent school leaver. [40]
- 4 (a)** The four large supermarket chains dominate retail services.
Suggest **four** reasons for their economic success. [10]
- (b)** In terms of the government of the UK, identify **two** services that you feel are more suited to local government (councils) provision and **two** services more suited to national government provision from London. Justify your **four** choices. [40]
- 5 (a)** The popularity of minority political parties has increased at local elections within the UK.
Suggest **four** reasons for this increase. [10]
- (b)** The percentage of the UK electorate voting in recent years has fallen. Why is this a matter for public concern? Assess **three** ways of increasing the percentage of people who vote. [40]

Total [50] marks

Copyright Acknowledgements:

Q.1 text From Slough by John Betjeman, from *John Betjeman's Collected Poems*, John Murray, 1958 © Estate of John Betjeman. Reproduced by permission of John Murray (Publishers).

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.