



**ADVANCED SUBSIDIARY GCE**  
**GENERAL STUDIES**  
 The Cultural and Social Domains

**F731**

Candidates answer on the Answer Booklet

**OCR Supplied Materials:**

- 8 page Answer Booklet

**Other Materials Required:**

None

**Tuesday 18 May 2010**  
**Morning**

**Duration: 2 hours**



**INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that 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** the questions in Sections A and C and **one** question in each of Sections B and D.
- Do **not** write in the bar codes.

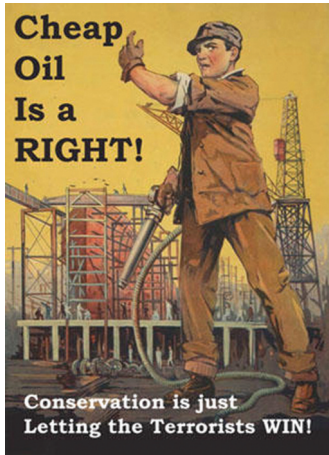
**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **120**.
- You are advised to divide your time equally between The Cultural and Social Domains.
- **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 **8** pages. Any blank pages are indicated.

## Section A: The Cultural Domain

Answer **all** parts of the question in this section concerning the power of the creative artist.

## SOURCE 1



## SOURCE 2



- 1 (a) Consider the two images. Compare the ways in which the artists convey the underlying message. [10]
- (b) For **one** of the images, choose **one** publication from the following list in which that image may appear:
- broadsheet newspaper      tabloid newspaper      lifestyle magazine
- charity flyer      political periodical
- For your chosen publication, give **two** reasons why the editor might choose that image. [6]
- (c) Outline **two** reasons why a photographer may choose to take a picture in black and white rather than full colour. [4]
- (d) Consider **one** art form with which you are familiar. Outline and discuss **two** ways in which creative artists select and use their materials in order to achieve a successfully finished work. [10]

**Section A Total [30]**

**Section B: The Cultural Domain**

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

- 2 'Animals should have no rights. Only humans have rights.' Present a reasoned response to this assertion. **[30]**
  
- 3 Outline and discuss **two** advantages of running a business via the internet rather than from conventional High Street premises. **[30]**
  
- 4 Outline and discuss why some works of art created in past centuries retain their popularity to this day. Illustrate your answer by **one** example from each of **two** different areas of the arts. **[30]**

**Section B Total [30]**

### Section C: The Social Domain

Answer **all** parts of the question in this section concerning congestion charging.

#### SOURCE 3

#### The Mancunian way

Manchester has lifted itself up from the depressed Thatcher-ravaged hub of industrial decline to a dynamic city driven by the post-industrial creative economy. For Manchester to advance further into the 21st century it is vital that those with a vote in the recently announced referendum for a congestion charge decisively support the introduction of this necessary measure. The reality of daily life in the city for many is carbon-creating stop-start journeys of 10mph in rush-hour traffic and public transport that's in need of an overhaul. The introduction of congestion charging coupled with a serious park-and-ride scheme and improved city centre links would be a way forward out of the gridlock.

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Unlike London where there is a blanket charge, given the boundaries of the two proposed charging zones and because of the fact that it will only operate at peak commuter times, relatively few journeys will be charged. The charging will be quite modest – £1 for inner ring and £2 for outer ring. Most people pay many times more than that in car-park charges once they get to their destination. In Manchester, as everywhere else, the credit crunch is having all sorts of side-effects. The value of buy-to-let flats in the city centre is nose-diving. By attacking the culture of carbon dependency, the proposed congestion charge goes further than the limits of traditional regeneration, which seems to amount to putting up a few more hastily-constructed apartments. The Manchester congestion charge is not a case of copying London. It's a case of enhancing a policy that has initiated there and bettering it. The alternative would be nothing short of disaster.

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(Adapted from The Mancunian Way, Rupa Huq, [www.guardian.co.uk](http://www.guardian.co.uk), August 05 2008)

- 5 (a) Briefly explain what the author means by the following phrases:
- (i) 'hub of industrial decline' [lines 1-2] [3]
  - (ii) 'carbon-creating stop-start journeys' [lines 5-6] [3]
  - (iii) 'credit crunch' [line 14] [3]
  - (iv) 'culture of carbon dependency' [line 15]. [3]
- (b) Briefly explain the plan to avoid gridlock [lines 5-8]. [4]
- (c) Outline **two** reasons why the Manchester plan may be seen as fairer than the London Congestion Charge. [4]
- (d) Explain **three** measures, other than charging, that could be introduced to a city in order to reduce congestion. [10]

**Section C Total [30]**

**Section D: The Social Domain**

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

- 6 A number of countries in the European Union have adopted a Single European Currency, the Euro. What do you understand by the term 'Single European Currency'?

Outline **two** advantages and **two** disadvantages of the UK joining this system. [30]

- 7 Justify the removal of **two** subjects from the School Curriculum for Years 10 and 11. Discuss how the curriculum time saved might be used effectively. [30]

- 8 The lives of individuals are influenced in many different ways. Discuss how **each** of the following might influence your life:

- the area in which you live
- the people you socialise with
- the customs and traditions of your culture.

[30]

**Section D Total [30]**

**Paper Total [120]**





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