



ASSESSMENT and  
QUALIFICATIONS  
ALLIANCE

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# Mark scheme January 2004

## GCE

### Geography B

### Unit GGB3

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## Guidance for examiners

In GCE Geography B answers are marked in two ways:

1. Point marking
2. Level marking

## The Marking Scheme

The Marking Scheme consists of two sections for each question or sub-question – the Notes for Answers and the Mark Scheme itself.

### Notes for Answers (NFA):

These indicate the possible content for the various sections of the question paper. In some cases (for example short answer questions) the NFA might indicate the only response that is acceptable, but in many cases they indicate either a range of suitable responses, or an exemplar of the type of response required. Therefore in most cases, the NFA do **not** provide model answers, and should be regarded as such. More NFA may be added at the standardisation meeting if it is felt by the Principal Examiner that details of appropriate ways of answering the question have been omitted.

### The Mark Scheme

**This is provided in italic and provides the instructions to Examiners as to how they are to assess the work of candidates, The number of marks allocated within the mark scheme to a question should correspond to the number of marks for that question on the question paper.**

There are two ways in which the Mark Scheme operates:

- (a) It indicates how the marks to short answer questions are to be allocated – usually to a maximum of 4 marks.
- (b) It indicates how Examiners should move through the levels in a level response mark scheme – usually to all questions of 5 marks or more. Each level has a levels descriptor, with clear statements of the “triggers” to move candidates from one level to another. Each Level contains a range of marks as shown on the Mark Scheme.

A number of features have been used to distinguish between levels, for example:

- a number of characteristics, reasons, attitudes etc
- the degree of specification, for example the use of specific case studies, or accurate detail
- responses to more than one command word, for example, describe and suggest reasons
- the degree of linkage between two aspects of the question
- the depth of understanding of a concept.

**General Advice**

It is important to recognise that many of the answers shown within this marking scheme are only exemplars. Where possible, the range of accepted responses is indicated, but because many questions are open-ended in their nature, alternative answers may be equally credit-worthy. The degree of acceptability is clarified through the Standardisation Meeting and subsequently by telephone with the Team Leader as necessary.

**Main points regarding marking:**

- Ensure you understand the full meaning of the question
- Read the mark scheme carefully ensuring the triggers for moving from one level to the next are understood
- Read the candidates answer through once then read it through again deciding which level is appropriate and award the mark
- Ticks must **not** be used where an answer is levels marked
- Indicate in the left hand margin or below the answer the level perhaps writing a few notes of justification, eg. Just Level II, reasonably accurate knowledge, some clear understanding
- Indicate the mark allocated in the right-hand margin
- Where an answer fails to achieve Level 1, zero marks should be given
- Answers in list form rarely achieve more than Level 1
- Simple Level 1 statements are awarded one or two marks
- A Level 11 answer automatically receives 3 or 4 marks – the answer does not have to contain any Level 1 statements
- No Level III on GGB3

**Marking diagrams and sketches**

Sometimes a question asks for a sketch or diagram, on other occasions the candidate may include sketches or diagrams as part of an answer although the question did not specifically require them to do so. All parts of a candidate's work should be marked and all valid points given credit.

**Where a candidate voluntarily includes a diagram/sketch**

Mark any written prose first and then consider the diagrams/sketches to see whether they add anything to the answers. Sketches/diagrams which duplicate written material should not be double marked. Beware of double crediting the same information in written material and on diagrams.

**Quality of Written Communication**

- AS required by QCA, the marking scheme for this unit includes an overall assessment of quality of written communication. There are no discrete marks for the assessment of written communications but where questions are "Levels" marked, written communication will be assessed as one of the criteria within each level.

**Quality of Language Descriptors**

The following descriptors concerning the quality of language must be applied to all questions in which candidates are required to produce extending writing. To attain full marks available at a level of response, the appropriate Quality of Language descriptor must be achieved. Use the same quality of language levels as are used in the geographical element of the mark scheme under consideration.

**Three-level descriptors – for GGB1, GGB4, GGB5, GGB6 only**

- Level I**
- Style of writing is suitable for only simple subject matter.
  - Expression of only simple ideas, using a limited range of specialist terms.
  - Reasonable accuracy in the use of English.
- Level II**
- Manner of dealing with subject matter is acceptable, but could be improved.
  - Reasonable clarity and fluency of expression of ideas, using a good range of specialist terms, when appropriate.
  - Considerable accuracy in the use of English.
- Level III**
- Style of writing is appropriate to subject matter.
  - Organises relevant information and ideas clearly and coherently, using a wide range of specialist vocabulary, when appropriate.
  - Accurate in the use of English.

**Two-level descriptors**

- Level I**
- Manner of dealing with subject matter is acceptable, but could be improved.
  - Reasonable clarity and fluency of expression of ideas, using a good range of specialist terms, when appropriate.
  - Considerable accuracy in the use of English.
- Level II**
- Style of writing is appropriate to subject matter.
  - Organises relevant information and ideas clearly and coherently, using a wide range of specialist vocabulary, when appropriate.
  - Accurate in the use of English.

**Question 1**

- (a) (i) The name of the urban area must be given somewhere.  
The details will depend on the urban area chosen by the candidate.

**Level 1** a basic sketch / plan of the location of the chosen urban area with the name clearly given together with one identifiable feature. **(0-2 marks)**

**Level 2** more than one identifiable geographical feature is provided. Subsequent features gain additional credit. **(3-4 marks)**

- (ii) Reasons may include natural factors (birth rates, mortality rates) and migration factors (push / pull). Candidates should be awarded credit for both types of factors. The key aspect here is that Level II should be reserved for reasons that are specific to the area or region (e.g for migration factors) named. Generalised reasons should only reach Level 1.

**Level 1** generalised statements of reasons that could apply to any LEDC urban area. Reasons tend to be stated simplistically. **(0-3 marks)**

**Level 2** specific reasons which clearly apply to the urban area identified by the candidate. However, once Level 2 has been reached, additional credit could be given for more sophistication of reasoning in a general sense. **(4-6 marks)**

- (iii) e.g. in Manila:

- occupation of land by illegal immigrants - e.g the Roxas boulevard with 10000 families
- the illegal tapping of electricity and water from public mains
- difficulty of civil unrest if attempts are made to evict
- difficulties of waste disposal - Manila has a dump called “Smokey Mountain” covering 22ha
- dump produces methane gas, which produces a poisonous haze; plus scavenging
- poor quality housing - risks of fire and collapse
- human waste flows into esteros and flood drainage systems - disease
- high organic content (sewage and agricultural pesticides) of water in Manila Bay has produced “red tides” in the bay - uncontrolled growth of phytoplankton
- flood drainage systems also clogged by solid wastes thrown in by squatters

**Level 1** generalised account of problems that could refer to any city in an LEDC. Problems tend to be listed simplistically rather than dealt with in depth. **(0-3 marks)**

**Level 2** specific statements relating to the named city/urban area access this level. Answers are detailed and have depth. **(4-7 marks)**

- (b) Causes of inner city decline:
- closure of industry (old manufacturing)
  - run down housing - movement out of aspiring people
  - high levels of unemployment - lack of spending power
  - difficulties of communication to/from area
  - downward spiral effect - social and economic malaise
  - poor environmental conditions - derelict land, graffiti

An example could be the Salford Docklands prior to Salford Quays. Reasons are the closure of the Manchester Ship Canal; closure of associated industries; closure of industries that relied on imported materials; low educational attainment and aspirations amongst local people; out migration of more wealthy and so on.

**Level 1** a simple list of reasons, none fully developed or attributed to area named ; or one developed reason only. **(0-3 marks)**

**Level 2** more than one reason fully developed and attributed to the named area , or sophisticated commentary. **(4-8 marks)**

- (c) (i) Name of gentrified area – Notting Hill, Islington, various waterfront areas of Newcastle and Hull, and many more. **(1 mark)**

- (ii) Characteristics of gentrification:  
 Internal repairs and improvements – fitting of indoor toilets, kitchen improvements  
 External repairs and improvements – UPVC double glazing, improved paintwork, re-pointing of brickwork, external lighting features.  
 Street furniture improvements – greenery and trees, seats, landscaping.  
 Altered service provision – “wine bars”, delicatessens, chic restaurants and shops.
- 2 marks for each characteristic identified and described* **(0- 4 marks)**

- (d) (i) Characteristic features:
- Extensive layout of a very modern, designed building
  - Impressive architecture of the buildings – common features of design – blue pagodas?
  - Extensive areas of car parking – both on ground (left) and in multi-storey facilities (right)
  - Well-planned access routes – roundabout and dual carriageway – designed for the motor vehicle.
  - Impressive landscaping – trees, lake, picnic tables.
  - Major national retailers present.

*1 mark for each feature identified, with additional credit for any quality of description* **(0-7 marks)**

- (ii) Factors causing the development of out of town retailing parks:
- Increased personal mobility caused mainly by the private car; could be linked to rise in personal incomes
  - Expensive car parking tariffs in central areas of cities, contrasting with the prospect of free parking at the retail parks
  - Increase in the number of motorways and motorway junctions allowing greater market areas for retailers, and ease of access for customers
  - Greater congestion in central areas of cities reducing journey speeds
  - The increasing trend in shopping being perceived as a family social activity – development of other parallel entertainment outlets on the same site
  - Cheaper land prices lead to greater economies of scale, and therefore lower prices.

**Level 1** a simple list of reasons, neither fully developed nor attributed to a named area; or one developed reason only. **(0-3 marks)**

**Level 2** more than one reason fully developed and/or attributed to a named area. Better answers may refer to negative factors of the CBD as well as positive factors of out of town areas. **(4-7 marks)**

- (iii) The view of some politicians is that retail development in out of town locations has gone far enough. In some cases planning permission for further expansion has been refused. New life has been injected into existing CBDs to avoid the problems of economic decline in these areas. There have been improvements to pedestrian areas and shopping malls, CCTV and other safety systems, more Sunday/late night opening and special events. The new developments in the city centres of Newcastle (Eldon Square), Manchester (former Arndale Centre) and Birmingham may be mentioned.
- Some supermarket chains are turning their attention back into their existing and new CBD outlets. For example, J.Sainsbury have developed new “local” stores which do not sell the full range of goods found in their larger outlets, but do stock items targeted at local needs.
- Allow negative responses e.g. closure of shops.

**Level 1** a simple list of responses, neither fully developed nor attributed to a named area; or one developed response only. **(0-3 marks)**

**Level 2** more than one response fully developed and/or attributed to a named area. **(4-6 marks)**

**Question 2**

- (a) See map on separate sheet. If no village/fields on diagram. Level 1 max for relevant features.

**Level 1** a representation of the open field landscape showing 2/3 fields with one annotated feature clearly identified. **(0-3 marks)**

**Level 2** more than one feature clearly identified and attributed to the O/F landscape. **(4-6 marks)**

Text unattached to the diagram/sketch should not be credited.

- (b) Changes that took place include:

- Enclosure - creation of patchwork of fields created by common agreement or Parliamentary Act. Stone walls and hawthorn hedges separated individual fields. Creation of separate farmsteads in the middle of their land, break up of some villages; redirection of routeways.
- Agricultural changes - technological changes in arable farming (seed drill etc.), changes in animal husbandry; more commercial farming due to increased demand for food from urban areas; crop rotation and new crops being seen in fields.
- Further development of drainage schemes to allow access to marsh and fenland. These became areas of commercial farming, with prairie type landscapes being produced. Isolated farmsteads dotted across the landscape.

**Level 1** a basic list or set of simplistic statements of the main changes that took place, for example, larger fields, hedgerows etc. **(0-3 marks)**

**Level 2** more detailed description with some inter-linkage being established between the changes that took place. More sophistication of description. For example, linking larger fields to changes in agricultural practices. **(4-8 marks)**



- (c) (i) Three features could be chosen from:
- Sash windows
  - Smooth and ornate stone construction
  - Pediment above window
  - Iron railings
  - Steps down to basement.
- 1 mark for each correctly identified feature* **(0-3 marks)**
- (ii) Tourist potential is being exploited by:
- Large and varied signposting – outside shops and sticking out from walls – makes it easier for tourists to see the attraction
  - Plaque on wall – pointing out that a notable lived there (Sally Lunn)
  - Placing of sedan chair adds to historical flavour
  - Attractive window dressing adds to appeal.
  - Cafes and restaurants.
- Level 1** simple statements of features from photograph without any attempt to connect them to the exploitation of tourist potential. **(0-3 marks)**
- Level 2** development of at least one feature to explain the link to increasing income through tourism. **(4-6 marks)**
- (d) In general within the industrial towns of the 19<sup>th</sup> century, factories or mills were established with large areas of cheap housing around them. The factories and mills tended to be located on lower flatter ground, near to canals and railways so that raw materials could be brought to the factory/mill and products taken away more easily. Rivers were also a major locational factor, providing a power source early on, but also a place where waste products could be discharged. Water was also a significant raw material in many industrial processes. Candidates are encouraged by the question to refer to one or more named towns.
- Level 1** generalised statements of industrial and transport location that could apply to any industrial town of that period (as in NFA above). **(0-3 marks)**
- Level 2** reference to specific case study material accesses this level. Greater detail or sophistication of response should also be credited here. **(4-8 marks)**
- (e) (i) Enlightened industrialist - a factory or mill owner who was determined to provide better quality housing and other social services for the workforce. In some cases, purpose built settlements were constructed close to factories and mills, with specially designed housing and services. Examples of enlightened industrialists and their settlements are: the Cadbury Bros. at Bournville, Lever Bros. at Port Sunlight and Titus Salt at Saltaire. **(3 marks)**
- (ii) New Town – built in the UK as a direct response to the New Towns Act of 1946. They were built for a variety of purposes – to relieve overcrowding in cities such as London and Glasgow, to rehouse people from slum

clearance schemes (e.g. Skelmersdale), and to act as growth poles in areas of high unemployment (e.g. Peterlee). All New Towns were intended to be “self contained and balanced” communities.

**(3 marks)**

(f) For example, Saltaire (Bradford):

- Buildings modelled on the Italian Renaissance
- Salt’s mill resembles an Italian Palazzo
- Services provided in the town were schools, hospital, parks, baths, wash-houses
- Housing specially built, including almshouses
- Varying style/size of houses, occupancy dependent on status within mill
- central church, with no public house.

For example, Milton Keynes:

- neighbourhood unit principle of housing areas - some uniform housing, plus some individuality of houses to meet the variety of demands from different structured families
- industrial areas isolated from rest of town - near major transport routes - railway, but more so M1 junctions
- manufacturing industries are low level, single floored warehouse type constructions
- service industries (financial, legal) in purpose built maisonette type structures
- square/block-like growth of town - planned from outset
- housing and industry connected by road network clearly designed within the town - use (excessive?) of roundabouts
- variation in style of streets - some curvaceous, some rectilinear, but each design confined to square block within road pattern - eg. Fishermead, Bradwell
- housing and industry separated by planned open spaces - woods, parks, lakes.

**Level 1** a generalised description that could apply to any EL urban area or any New Town. Description is simplistic and lacks depth.

**Level 2** reference to specific case study material accesses this level. Greater detail or sophistication of response should also be credited here.

**(0-3 marks)**

**(4-6 marks)**

(g) Examples include:

- the use of steel girders to build high-rise blocks
- the invention of the lift facilitated movement within these blocks
- the use of reinforced concrete and plate glass has allowed greater flexibility of design
- the use of felt materials encouraged the development of flat roof buildings
- the use of cement wash and cladding has allowed greater use of different colour, and external surfaces to buildings
- deck access and elevated walkways have been used in both housing and shopping areas; plus the invention of the escalator
- the use of asbestos stimulated prefabrication

- the use of prefabricated building blocks - for housing, and schools – now many defunct
- conversion of former industrial premises is now possible due to modern building materials

**Level 1** a simple list of new building technologies/materials with no real development as to how they influenced the urban landscape.

**(0-3 marks)**

**Level 2** more than one good discussion of a change in building technologies/materials with clear links to how the nature of 20<sup>th</sup> century urban construction has changed.

**(4-7 marks)**