

# Mark Scheme (Results) March 2011

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# Section A

Question Number	Answer	Mark
1	NOTE: Although sentences are not required, answers must include an appropriate verb or qualifier to identify the main purpose.	
	Accept any reasonable answers about the success of the new (London) cycle hire scheme based on the text.	
	<ul><li>For example:</li><li>To inform the reader that the new (London) cycle hire scheme is successful.</li></ul>	(1)

Question Number	Answer	Mark
2	A - (3,400)	(1)

Question Number	Answer	Mark
3	D - Over 90 per cent of journeys using the hire bikes	
	take under 30 minutes	(1)

Question Number	Answer	Mark
4	<ul> <li>improvements to the public transport network (1)</li> <li>(the introduction of) "cycle superhighways" (1)</li> <li>(London) cycle hire scheme (1)</li> </ul>	
	One mark for each correct answer up to a maximum of	(2)
	two marks.	

Question Number	Answer			Mark
5		Fact	Opinion	
	When fully operational the scheme will have 400 docking stations across the capital.	<b>√</b>	Оринон	
	The scheme is proving hugely popular with people who live and work in the capital.		<b>✓</b>	
	The bikes have become a familiar and immensely popular sight on London's streets.		<b>✓</b>	
	People pay £45 for annual membership.	✓		
	Bikes are free for the first 30 minutes for members.	<b>√</b>		
	Most people don't pay more than their initial membership fee.	<b>√</b>		
	For 0 or 1 correct – 0 mar For 2 or 3 correct – 1 mar For 4 or 5 correct – 2 mar For 6 correct – 3 marks	<b>·k</b>		(3)

Question Number	Answer	Mark
6	Accept any reasonable answer identifying examples of bias based on the text up to a maximum of <b>two</b> marks.	
	<ul> <li>Answers may refer to, for example:</li> <li>examples of persuasive language such as "hugely popular"</li> <li>example of quotations to create a one sided argument such as "we've seen the streets of central london transformed"</li> <li>use of the phrase "hailed a success" within the title of the article</li> </ul>	(2)

# Section B

Question Number	Answer	Mark
7	NOTE: Although sentences are not required, answers must include an appropriate verb or qualifier to identify the main purpose.	
	Accept any reasonable answers about advice/information/instruction to cyclists on road safety based on the text.	
	For example:  • To give advice to cyclists about road safety.	(1)

Question Number	Answer	Mark
8	Accept any reasonable answer about ways of conveying information (layout or language) based on the text, up to a maximum of <b>three</b> marks.  Answers may refer to:  • information is organised under relevant subheadings  • use of (large) bold font/sub-headings  • many sentences start with an imperative/a command verb, eg "use lights" or "look and signal" before you start  • use of image illustrating a cyclist wearing a safety helmet reinforces a key message in the text  • personal style used, eg addressing the reader as "you"	
	Do not accept 'paragraphs'	(3)

Question Number	Answer	Mark
9	<ul> <li>dodge in and out of parked cars (1)</li> <li>ride through red lights (1)</li> <li>ride the wrong way up one way streets (1)</li> <li>ride without lights in the dark (or poor weather conditions) (1)</li> <li>ride without a safety helmet (1)</li> </ul> One mark for each correct answer, up to a maximum	
	of <b>two</b> marks.	(2)

Question Number	Answer	Mark
10	<ul> <li>other vehicles may change speed (1)</li> <li>other vehicles may change direction quickly (1)</li> <li>when turning right, cyclists are exposed (1)</li> </ul>	
	One mark for a correct answer.	(1)

Question Number	Answer	Mark
11	Accept any reasonable answer about cycling safety based on the text up to a maximum of <b>three</b> marks.	
	Answers may include, for example:	(3)

# **Section C**

Question Number	Answer	Mark
12	Advert 3 (The Great Western Sponsored Cycle Day)	(1)

Question Number	Answer	Mark
13	Advert 2 (Annual Estrick Cycle Park)	(1)

Question Number	Answer	Mark
14	Accept any reasonable answers, based on the text, up to a maximum of <b>three</b> marks. Any advert may be chosen but all reasons <b>must</b> refer <b>only</b> to the chosen advert.  Reasons may refer to:  • length of the ride  • choice of routes offered	
	<ul> <li>type of terrain</li> <li>the charity being supported</li> <li>the location of the ride</li> <li>cost to register / amount of sponsorship to raise</li> <li>age restrictions on participants</li> <li>evening entertainment is offered</li> <li>safety checks / mobile technical support provided</li> </ul>	
	Accept any reasonable answer, based on the text, up to a maximum of <b>three</b> marks.	(3)

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