

150/02

**ENGLISH**

**FOUNDATION TIER**

**PAPER 2**

P.M. FRIDAY, 10 June 2005

(2 Hours)

**ADDITIONAL MATERIALS**

Resource Material for use with Section A.  
A 12 page answer book.

**INSTRUCTIONS TO CANDIDATES**

Answer **all** questions in Sections A and B.  
Write your answers in the separate answer book provided.  
You are advised to spend your time as follows:

Section A – about 50 minutes  
Section B  
Q. B1 – about 35 minutes  
Q. B2 – about 35 minutes

**INFORMATION FOR CANDIDATES**

Section A (Reading): 40 marks.  
Section B (Writing): 40 marks.  
The number of marks is given in brackets at the end of each question or part-question.

## SECTION A: 40 marks

Answer **all** the following questions.

*The Resource Material for use with Section A is a newspaper article written by Robin McKie.*

*The Banana Campaign Sheet on the opposite page was produced by the Fairtrade Foundation.*

**Look at the newspaper article ‘We’re all going bananas’ on the separate Resource Material.**

**A1. Look again at the first five paragraphs (up to ‘between sets and rallies’) of the newspaper article.**

**List** ten separate things mentioned in the first five paragraphs which help explain why bananas are so popular. [10]

**A2. Now look again at the whole newspaper article.**

How does the writer try to make this article interesting? [10]

You should consider:

- what we are told about bananas and why this is interesting;
- how facts and figures are used in the article;
- the headline and use of photographs;
- the choice of words, and any other ways in which the writer interests the reader.

**Now look at the Fairtrade ‘Banana Campaign Sheet’ on the opposite page.**

**A3. How does the Fairtrade campaign sheet try to persuade you to buy only Fairtrade bananas? [10]**

You should consider:

- what they tell you about typical banana farming;
- why Fairtrade want you to buy their bananas;
- how the campaign sheet tries to involve you;
- the layout and use of headings and logo.

**To answer the next question you will need to consider both texts.**

**A4. Compare the newspaper article and the campaign sheet, using these headings:**

- the purpose of each text;
- the layout/presentation of each text;
- how the content is similar;
- how the content is different.

[10]

## Banana campaign sheet

### The latest information and ideas for action



Bananas are the UK's most popular fruit and the most valuable food product sold in British supermarkets. Yet banana farmers and workers around the world face extremely difficult and often dangerous working conditions. Bananas carrying the Fairtrade Mark are now available in Britain. This mark guarantees that the producers have had a better deal.

#### Cheap and cheerful?

Bananas may be cheap and popular with the consumer, but they are cheap partly because of the conditions under which they are grown. Large companies control the plantations in Latin America where the cheapest bananas are produced, but the social and environmental costs of achieving high levels of productivity are huge. The over-use of agricultural chemicals damages the environment and the health of the people exposed to them. Some 20% of the male banana workers in Costa Rica have been left sterile after handling toxic chemicals, while women in packing plants suffer double the national rate of leukaemia.

As well as being forced to endure appalling working conditions, plantation workers are also paid very poor wages. Some farmers are getting very low prices for their bananas. These can be as low as \$2 for a 40lb box (3 pence per pound) – which does not even cover the cost of production. The result is that many poor farmers are losing money, and as a result are gradually losing their livelihoods.

Fairtrade bananas are packaged with the Fairtrade label and this guarantees producers are paid a fair price for their goods. Many shoppers are willing to buy Fairtrade bananas even though they cost a bit more. Over a third of the EU population said they would be prepared to pay a little more for a Fairtrade product. More than 70% of UK shoppers say they care about the conditions endured by the people who produce goods for them to consume.

**Look for the Fairtrade Mark if you want to be sure the producers get a fair deal.**

#### Supermarket action

In order for producers to benefit from Fairtrade it is crucial that Fairtrade bananas sell well. They are available in most Sainsbury's and Co-op supermarkets and early indications are that sales have been very good. However, some of the other supermarkets are currently considering whether to stock them too. The more widely available Fairtrade bananas are, the more people are likely to buy them, and the more producers will benefit - so please let your supermarket know that their customers want to buy Fairtrade!

#### What can you do to support Fairtrade?

##### If a supermarket in your area stocks Fairtrade bananas:

- Publicise Fairtrade bananas - tell friends about them.
- Buy Fairtrade bananas regularly, otherwise they will rot on supermarket shelves and will soon be dropped by the supermarket.
- Tell people to look for the Fairtrade Mark, and let them know what it stands for.

##### If your local store hasn't already got Fairtrade bananas:

- Please ask for them! Customer comment cards and suggestion books are read carefully by managers, and do influence decisions. Alternatively, ask the Customer Services Desk when they will have them, and leave your address so that they can get their head office's response to you.
- Get others to do the same. Supermarkets like to meet their customers' demands.

**Thank You!**

Live the difference - buy Fairtrade products

## SECTION B: 40 marks

*Answer Question B1 and Question B2.*

*In this section you will be assessed for your writing skills, including the presentation of your work. Take special care with handwriting, spelling, punctuation and layout.*

*Think about the purpose and audience for your writing.*

*A guide to the amount you should write is given with each question.*

- B1.** Your school or college is running a campaign during its ‘Healthy Eating’ week to persuade students to buy and eat more fruit. It has asked you to produce a leaflet that will be given out in the dining hall.

**Write your leaflet.**

[20]

You may wish to indicate where you would use illustrations and what they would show, but you will be rewarded for the quality of your writing, not your illustrations.

*The quality of your writing is more important than its length. You should write about one to two pages in your answer book.*

- B2.** Write a review of a book, film or music CD for a magazine which is read by people of your age.

Your review should include:

- details about the book, film, or CD you have chosen;
- comments on its strengths, if any;
- comments on its weaknesses, if any;
- a clear recommendation.

[20]

*The quality of your writing is more important than its length. You should write about one to two pages in your answer book.*