



GCSE

General Studies

Unit 2 Objective Test Questions and Written Exam
Mark scheme

47602
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Version 1.1: Final Mark Scheme

Mark schemes are prepared by the Lead Assessment Writer and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct way. As preparation for standardisation each associate analyses a number of students' scripts. Alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the Lead Assessment Writer.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this mark scheme are available from aqa.org.uk

GCSE General Studies

Assessment Objectives (AOs)

The following assessment objectives will be assessed in the context of the content and skills set out in Section 3 (Subject Content) of the specification.

- AO1** demonstrate relevant knowledge and understanding applied to a range of contemporary issues. (*Knowledge*)
- AO2** comprehend and make use of stimulus material presented in a variety of forms including text, number, statistics, diagrams and pictures. (*Comprehension*)
- AO3** marshal evidence by selecting, interpreting, and integrating information, data and concepts, and by communicating clearly in an accurate, logical and relevant way. (*Application and Communication*)
- AO4** interrelate information and ideas in a coherent and structured manner, evaluate evidence, form reasoned judgements, and recognise bias and prejudice. (*Synthesis and Evaluation*)

Distribution of Assessment Objective marks across
Unit 2 Section B

Question	AO1	AO2	AO3	AO4	Total
1(a) – (b)	–	2	–	–	2
2(a) – (b)	2	–	3	–	5
3(a) – (b)	1	1	3	3	8
4	2	1	3	4	10
Total	5	4	9	7	25

Distribution of Assessment Objective marks across
Unit 2 Section C

Question	AO1	AO2	AO3	AO4	Total
5 (a) or 6 (a)	1	1	1	1	4
5 (b) or 6 (b)	2	1	2	3	8
5 (c) or 6 (c)	5	2	4	7	18
Total	8	4	7	11	30

GCSE General Studies

Unit 2 – Section A

This component is an objective test for which the following list indicates the correct answers used in marking the candidates' responses.

A1	A	A16	A
A2	B	A17	B
A3	A	A18	B
A4	C	A19	B
A5	D	A20	C
A6	C	A21	C
A7	B	A22	D
A8	A	A23	D
A9	B	A24	B
A10	C	A25	D
A11	A	A26	A
A12	C	A27	C
A13	B	A28	A
A14	D	A29	B
A15	D	A30	B

Unit 2 Sections B and C

- 1 **In the stimulus material provided, what word or phrase is used for:**
- 1 (a) **a group of shops located in several different countries owned by one major retailer? (Item A)**
- 1 (b) **a plan that requires a period of years before it may be completed? (Item A)**

- | | | |
|-----|---------------------|---------------|
| (a) | multinational chain | 1 mark |
| (b) | long-term strategy | 1 mark |

total (2)

2

- 2(a) **Identify three problems facing independent high street shops. (Item A)**

- rising council **business rents**
- competitive prices being driven down by **online stores/shopping**
- shopping is changing from a **social activity to a mechanical transaction**
- the growth of out of town **retail parks**
- the growth of large scale **supermarket/big business**

(any **three** from the above.....3 marks)

- 2(b) **Outline two strengths of the independent retailer? (Item A)**

- they offer customers a good range of product choice
- a constant level of quality customer service is available
- local knowledge of what their customers may want
- personal touch available
- shopper may look for a point of difference

(**two** identified points.....2 marks)

total (5)

3

3(a) Explain two reasons why independent High Street retailers should be concerned about future trading predictions contained within Item B.

- Shop vacancies appear quite high at 14% (40000 empty shops)
- the prediction of only 1.5% growth will obviously not help this to change significantly
- presently online sales account for 10% of all retail sales
- sales are predicted to rise a further 15% in 2013, thus increasing pressure on retail shops

Two points for reasonable identification of relative points and **two** for additional explanation **(4 marks)**

3(b) Discuss two alternative ways in which vacant high street shops could be reused in the future

- buildings could be adapted into flats or housing for shared or private ownership
- shops could have a use change to focus on aspects of entertainment, clubs, gambling venues, cinemas etc
- local health provision could be extended by providing gyms, physiotherapists, fitness centres etc
- community provision could be extended with provision of pre-school/nurseries, centres for the handicapped elderly or jobless, etc
- shops could be fully demolished and the area modified into a car park or play area etc

Two points for reasonable identification of relative points and **two** for additional explanation **(4 marks)**

Any other relevance used may be accepted

NB Alternative retail uses are not acceptable

4

Discuss ways Dukes, a family electrical business, could regain customers and increase profitability.

In your answer to this question you may use any information from Items A, B and C, in addition to your own knowledge. You must answer this question in sentences.

(10 marks)

Levels Mark Scheme – Question 4

Level 3	8 – 10	Provides a well-argued discussion. Uses the stimulus and / or includes own evidence to show understanding and relevant knowledge. Communicates ideas clearly and accurately and shows good evaluation. Spelling, grammar and punctuation are almost faultless.
Level 2	4 – 7	A developed answer with some attempt to use the stimulus material and / or own evidence. Communication of ideas and evaluation are reasonably good. Spelling, grammar and punctuation are reasonably accurate.
Level 1	1 – 3	A basic answer with very little evidence of use of stimulus materials or own ideas. Lacks understanding and relevant knowledge. Communication is weak. Spelling, grammar and punctuation may impede understanding.
	0	No valid response or relevance to question.

The following points reflect a range of possible ideas that could be considered:

- review staffing structure, to see if cuts possible
- review staffing wage structure, to see if cuts possible
- increase local advertising, radio, newspapers, local sponsorship
- provide selected special offers, sales etc
- advertise internet price matching facility
- offer free delivery and installation for relevant products
- survey customers, asking about service provided and product range
- invite local press to structure feature interviews around the advantages of using local retailers

- extend participation and cooperation with other local retailers in the chamber of trade
- extend involvement in local tourism initiatives
- place relevant products in other local businesses, e.g. cafes, to show customers new ranges etc
- seek better deals with suppliers
- host special events in-store, e.g. product launch supper
- sponsor external events aimed at past and present customers, e.g. golf days
- request the council, along with other businesses to reduce rate payments
- review opening/closing hours to maximise shopping opportunities, especially at key selling periods, e.g. Christmas
- set up their own internet shop targeting Cumbria for specialist electrical equipment provision

Any other relevant point should be awarded appropriately

SECTION C

5

5(a) Identify four illnesses against which vaccinations are regularly given to protect children.

(4 marks)

- diphtheria
- tetanus
- whooping cough
- polio
- influenza
- meningitis
- measles
- mumps
- rubella
- pertussis
- rotavirus
- pneumococcal

Any other vaccinations identified may be accepted

5(b)

Explain four different ways technology may be used to treat a sick child whilst in hospital.
(8 marks)

Levels Mark Scheme – Question 5(b)

Level 3	6 – 8	A well-argued answer with a good attempt to use the stimulus picture or own knowledge. Communicates ideas clearly and accurately and shows good evaluation. Spelling, grammar and punctuation are almost faultless.
Level 2	3 – 5	A developed answer with some attempt to use the stimulus picture or own knowledge. Communication reasonable and some understanding evident. Spelling, grammar and punctuation are reasonably accurate.
Level 1	1 – 2	A basic answer with little evidence of use of the stimulus picture or own knowledge. Lacks understanding and relevant knowledge. Communication weak and understanding poor. Spelling, grammar and punctuation may impede understanding.
	0	No valid response or relevance to question.

Responses may focus on basic technological devices, more complex machinery, drug therapy treatment, prosthetic aids etc .Explanation of examples is required for full marks.

- thermometer, to monitor body temperature, checking for possible infection
- stethoscope, to check the internal sounds of the human body; heart, lungs, blood flow etc.
- blood pressure monitor, to check the relative blood pressure of an individual over time
- X rays, to produce medical imaging of the body; skeletal system, chest, abdomen etc.
- CT scan, combination of x rays and computer imaging, producing a detailed image of internal organs
- MRI scan, a combination of strong magnetic fields and radio waves to produce very detailed internal body imagery
- drug treatments, ranging from paracetamol, antibiotics, to chemotherapy, gene therapy etc
- physical aids, ranging from spectacles, hearing aids, wheel chairs to prosthetics

Any other reasonable point should be credited

5(c) Hospital treatments often use drugs that have been tested on animals.

The ‘Statistics of Scientific Procedures on Living Animals 2012’ show that 4.11 million procedures were started in the UK in 2012 – an increase of 8% from the year before.

Discuss the extent to which you agree with the continued expansion of drug testing on animals within the UK.

In your answer you may wish to consider; animal rights, public reaction, alternative testing, other countries’ views

(18 marks)

Levels Mark Scheme – Qu 5(c)

Level 5	16 – 18	An excellent answer providing a well-argued discussion. Uses the stimulus or own ideas effectively to show understanding and / or relevant knowledge. Communicates ideas very clearly and evaluation is good. Candidate will refer to a variety of points to show understanding of the question. Text will be legible and spelling, grammar and punctuation almost flawless.
Level 4	12 – 15	A good developed answer with a good attempt to use the stimulus or own ideas, effectively to show understanding and/or relevant knowledge. Communicates clearly and evaluation is good. Text will generally be legible and spelling, grammar and punctuation will show considerable accuracy.
Level 3	8 – 11	A reasonable answer with some attempt to use the stimulus and/or own ideas, but with a shortfall in demonstrating understanding and relevant knowledge. Communication is average but examples used are not developed effectively. Text will generally be legible and spelling, grammar and punctuation will show reasonable accuracy.
Level 2	4 – 7	A limited answer with little use of stimulus or own ideas. Communication is unclear and examples used are not developed. Text may present occasional problems of legibility and spelling, grammar and punctuation will be fairly accurate.
Level 1	1 – 3	A very basic answer with limited knowledge. No development or analysis included. Communication is weak. Text will present problems of legibility and spelling, grammar and punctuation may be inaccurate to the extent of impeding understanding.
	0	No valid response or relevance to question.

Extent of agreement with the continued expansion of animal testing, may be in terms of minimal interference, a partial or even a complete ban.

Some may propose minimal/no interference:

- care and attention given to all animals to minimise suffering in our humane society
- experimentation crucial for human health
- best research methods for certain key drugs on key animals, e.g. macaque monkey
- animals place within order of creation is subservient to man
- over reaction with the UK to animal issues
- if testing is banned in the UK then employment and research and future financial profit will simply move to another country

Some may argue for a partial Ban:

They may outline the three Rs

- reduction in number of animals used
- refining the experiments to cause minimal pain/suffering
- replacing the use of animals where possible by introducing/extending methods outlined above.

Some may propose a complete ban viewing the animals as:

- having the same rights as human beings
- feeling pain, suffering fear etc.
- facing a death penalty
- being bred for experimentation not natural evolution etc.

Alternative suggestions could be offered:

- the extension of computer modelling
- the use of selected human volunteers
- the use of laboratory cell research
- cosmetic and tobacco research already prohibited.

Any other reasonable point should be credited

SECTION C

6

6(a) Identify four charity organisations that seek to raise funds to help people in need.

(4 marks)

- Oxfam
- Christian Aid
- Cafod
- NSPCC
- British Legion
- Macmillan Cancer research
- Hospice at Home
- Alzheimer Society
- Mencap
- Barnados
- Terrence Higgins Trust
- British Heart Foundation
- Rotary
- Lions
- Make a Wish Foundation
- Water Aid

Any other relevant charity named should be credited

6(b) Explain four ways charities use celebrities to raise funds.**(8 marks)****Levels Mark Scheme – Qu 6(b)**

Level 3	6 – 8	A well-argued answer with a good attempt to use the stimulus picture or own knowledge. Communicates ideas clearly and accurately and shows good evaluation. Spelling, grammar and punctuation are almost faultless.
Level 2	3 – 5	A developed answer with some attempt to use the stimulus picture or own knowledge. Communication reasonable and some understanding evident. Spelling, grammar and punctuation are reasonably accurate.
Level 1	1 – 2	A basic answer with little evidence of use of the stimulus picture or own knowledge. Lacks understanding and relevant knowledge. Communication weak and understanding poor. Spelling, grammar and punctuation may impede understanding.
	0	No valid response or relevance to question.

- request celebrity to release a single/album, produce a poem, some short stories etc, and donate the profits to the charity
- invite them to make a guest appearance at an event, thus raising its profile and attendance/donations
- invite them to donate items as prizes for a raffle/auction in aid of the charity
- ask them to wear items that show visible support for the charity
- request the celebrity to become a director of the charity itself, thus endorsing their work
- invite them to appear voluntarily in poster/radio/TV campaigns for the charity
- request them to become involved with any press coverage in newspapers magazines etc that are seeking feature coverage of the charity
- allow the charity to sell items to the public endorsed/or autographed by the celebrity
- lend their support to any challenges that the charity may have with government departments over financial issues

Any other reasonable point should be credited

6 (c)

Many tax campaigners were upset because the Chancellor promised to raise the overseas aid budget from £10.3 billion in 2014 to £11.1 billion in 2015.

Discuss the positive and negative aspects of the Government increasing levels of aid to overseas countries.

In your answer you may wish to consider: development, disasters, security and trade as well as ideas of your own.

(18 marks)

Levels Mark Scheme – Qu 6(c)

Level 5	16 – 18	An excellent answer providing a well-argued discussion. Uses the stimulus or own ideas effectively to show understanding and / or relevant knowledge. Communicates ideas very clearly and evaluation is good. Candidate will refer to a variety of points to show understanding of the question. Text will be legible and spelling, grammar and punctuation almost faultless.
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	0	No valid response or relevance to question.

Candidates who answer only one side of the debate should be restricted to the top of level 3.

Positive aspects:

- continued economic support for disadvantaged people living in undeveloped countries
- emergency support for areas in response to a natural or man-made disasters
- additional support for charitable organisations that are funding or working abroad in terms of physical or financial help (tax relief etc)
- extended commitment to continue supporting former colonies, now Commonwealth partners
- moral stance of helping others less fortunate than ourselves
- to maintain political links with pro-British countries
- to counter progress into friendly countries by other regimes, Chinese, Russian, American etc
- to aid initiate or continue trade agreements with countries who possess natural resources we require
- to aid, access to education, water and aspects of health taken for granted within the UK

Negative aspects:

- the UK is presently struggling with the economic recession and cannot afford the present budget, let alone a future increase
- the continued political will to increase overseas aid does not appear to be in line with public agreement
- internal UK problems are continuing to grow; immigration, ageing population increase, NHS demands, unemployment etc.
- significant evidence of misspending of aid budgets by some countries
- the problems of accurate tracking of overseas expenditures
- the continuing payment of aid to countries whose economy is improving significantly. In some instances aid is being paid to countries running space or extended weaponry projects
- the lack of democracy in certain countries and the subsequent spending decisions dictated by the political elite running the country
- the value to the British tax payer. may be questioned
- other countries have decreased their aid budgets, the opposite of the UK
- significant funds are already being donated by the public to various charities on a voluntary basis

Any other reasonable point should be credited