

# **Geography Specification B**

General Certificate of Secondary Education **B561/01**

Sustainable Decision Making (SDM)

## **Mark Scheme for June 2010**

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All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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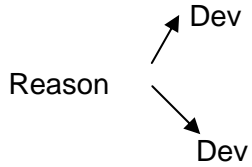

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Question		Expected Answers	Mks	Rationale
1	(a)	<b>How many of the Multinational Companies (MNCs) in Resource 1 are American owned?</b>	5 (American owned) Accept a list – must be the correct 5.	[1] Point marked Apple, Pepsi, Nike, McDonalds, Kodak.
	(b)	<b>Give <u>two</u> examples of Newly Industrialised Countries (NICs).</b>	Singapore, China, South Korea and Brazil are mentioned in the resource Accept as reasonable alternatives: South Africa, India, Malaysia, The Philippines, Thailand, Turkey, Egypt, Mexico, Indonesia, Argentina, Chile, Russia, Saudi Arabia.	[2] (2x1) Point marked – any two suitable countries These are generally recognised as NICs.  X wrong answers
		<b>Total</b>		[3]

Question		Expected Answers	Mks	Rationale
2	(a)	<p><b>Give <u>three</u> reasons why many MNCs wish to locate in NICs.</b></p>	<p><b>Content Guide:</b>  Offered cheap loans and subsidies by host nation;  Tax holidays;  <u>Less</u> trade union activity/strikes banned;  Less stringent health and safety laws;  Cheaper production costs;  Lower wage levels;  Grants for education and training;  Cheaper exports (if currencies have been devalued)  Cheap land <u>offered by NIC government</u>  Free trade zones;  New markets to sell product to.</p>	<p><b>[3]</b></p> <p>Point marked – any 3 reasons (3 x 1)</p> <p>Relevant reasons can come from either column of the table in Resource 2</p> <p><u>Not</u> cheap land unless qualified  cheap raw materials  education &amp; training  trade union activity unless qualified</p> <p>✓ Correct answers</p>
	(b)	<p><b>Give <u>two</u> reasons to explain why some people in the NICs may not like MNCs locating in their country.</b></p>	<p>One reason (1), two reasons (2)  Explanation of one reason (3), explanation of second reason (4)</p> <p><b>Content Guide:</b></p> <p><u>Examples such as:</u></p> <p>They locate R&amp;D in home country;  Take advantage of/exploit workforce;  Pay low wages in the NIC;  Work is low-skilled;  Long working hours;  They bring in foreign nationals to fill higher paid jobs;  Poor working conditions;  Health and safety sometimes ignored;  Cause environmental damage/ any named type of damage;  Takes profits out of host country;  Widens gap between rich and poor countries;</p> <p>Credit any other acceptable reason and development</p>	<p><b>[4]</b></p> <p>Point marked  2 x 1 reasons  2 x 1 explanation</p> <p>2 separate reasons with 2 different explanations needed for full marks.</p> <p>Examples shown are simple reasons. They could be linked to make a reason with an explanation.</p> <p>Use ✓ for reasons and DEV for explanation.</p>
		<b>Total</b>	<b>[7]</b>	

Question		Expected Answers	Mks	Rationale
3	(a)	<b>Name <u>one</u> NIC where <u>both</u> Mars and Unilever are located.</b>	Brazil, Saudi Arabia, China or Malaysia	[1] Point marked. No other country accepted.
	(b)	<b>Give <u>three</u> reasons why major MNCs like Mars and Unilever may be popular in NICs.</b>	Up to 3 reasons - 3 marks max plus 3 development marks  <b>Content Guide:</b>  MNCs employ lots of people (1) which allows living standards to improve (dev) (2)  MNC's pay higher wages (1) which allow a better living standard (dev) (2)  MNCs buy local raw materials ✓ (1) which puts more money into the local economy (dev) (2)  MNCs care for their workers/ provide good QoL ✓ (1) such as housing (dev) / clean water supplies (dev) (2)  Credit any other examples from resource or own knowledge in a similar way.	[6] ✓ for reason DEV for development  Do not allow the same development point from different reasons Need 3 different reasons and development points  Anything copied directly from Resources 4 and 5 counts as a reason. Development points must add additional information.
		<b>Total</b>		[7]

Question	Expected Answers	Mks	Rationale																				
4	<b>Why is the MNC Coca-Cola unpopular with some people in India?</b>	[7]	<p>Level Marked</p> <p>Examiners are reminded Quality of Written Communication is integrated within the level descriptors. QWC will reflect how clearly geographical ideas and concepts are expressed, but it should not restrict candidates from reaching L2 &amp; L3.</p> <p><u>Level 1:</u> 3 x 1 L1 marks for reason for unpopularity</p> <p><u>Level 2:</u> 2 x L2 marks for explanation of L1 answers</p> <p><u>Level 3:</u> 2 X L3 marks for further exemplification of L2 answers showing own interpretation of resources and effects on local people.</p> <p>It is acceptable for candidates to lift from the resource and gain credit for levels 1 and 2. Level 3 requires candidates to interpret the resource.</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding-right: 20px;">L1</td> <td style="text-align: center;">1</td> <td style="text-align: center;">1</td> <td style="text-align: center;">1</td> </tr> <tr> <td></td> <td style="text-align: center;">↓</td> <td style="text-align: center;">↓</td> <td></td> </tr> <tr> <td>L2</td> <td style="text-align: center;">2</td> <td style="text-align: center;">2</td> <td></td> </tr> <tr> <td></td> <td style="text-align: center;">↓</td> <td style="text-align: center;">↓</td> <td></td> </tr> <tr> <td>L3</td> <td style="text-align: center;">3</td> <td style="text-align: center;">3</td> <td></td> </tr> </table>	L1	1	1	1		↓	↓		L2	2	2			↓	↓		L3	3	3	
L1	1	1	1																				
	↓	↓																					
L2	2	2																					
	↓	↓																					
L3	3	3																					
	<b>Total</b>	[7]																					

Question	Expected Answers	Mks	Rationale
<p>5 (a) Choose <u>one</u> of the above options which you think is the most economically sustainable, and give <u>two</u> reasons for your choice</p>	<p><b>Level 1 (1-2 marks)</b> Limited reason(s) for choice given with brief/limited explanation of ideas. Written work contains mistakes in spelling, punctuation and grammar, which sometimes hinder communication.</p> <p><b>Level 2 (3-4 marks)</b> Sound reason(s) for choice given with some explanation of ideas. Written work is legible and spelling, punctuation and grammar are mostly accurate. Meaning is communicated clearly.</p> <p><b>Level 3 (5-6 marks)</b> Excellent reason(s) for choice given with clear explanation of ideas. Written work is clearly legible and spelling, punctuation and grammar are accurate. Meaning is communicated very clearly.</p>	<p>[6]</p>	<p>Levels marked.</p> <p>For suggested content see table on Page 10. This is not intended to be definitive.</p> <p>Level 1 1-2 Reasons                      Level 2 3-4 Explanation/Development                      Level 3 5-6 Further reasons or development showing understanding of Economic Sustainability.</p> <p>In this case, candidates must have reached L2 to enter L3.</p> <p>There are NO wrong options – any option with appropriate explanation is acceptable</p>
<p>(b) Give a reason for rejecting <u>each</u> of the other <u>two</u> options.</p>	<p>Suitable reasons given for rejecting other two options. 1 mark for rejection, one mark for development. Maximum two marks per reason.</p>	<p>[4]</p>	<p>Point marked</p>
<p>(c) Suggest a possible disadvantage of your chosen option.</p>	<p>Gives a disadvantage of the chosen option. 1 mark for stating disadvantage, 1/2 marks for developments.</p>	<p>[3]</p>	<p>Point marked</p>  <pre>                     Reason                      / \                     /   \                    /     \                   /       \                  /         \                 /           \                /             \               /               \              /                 \             /                   \            /                     \           /                       \          /                         \         /                           \        /                             \       /                               \      /                                 \     /                                   \    /                                     \   /                                       \  /   \ /   \ Reason → Dev → Dev                     </pre>
<p>(d) Select <u>one</u> of your rejected options and give a possible advantage of this option.</p>	<p>Gives an advantage of any rejected option. 1 mark for stating advantage, 1/2 marks for developments.</p>	<p>[3]</p>	<p>Point marked</p>  <pre>                     Reason → Dev → Dev                     </pre>
<p><b>Total</b></p>		<p>[16]</p>	

Options	Advantages	Disadvantages
<p>Option One</p> <p>Continue to support Fiat financially with taxpayers' money until the present crisis is over.</p>	<p>Brazilian government keen to keep plant open for employment and trade; senior staff are Brazilian;</p> <p>World markets may improve – Brazil keeps its car industry.</p> <p>Protects other jobs in component manufacture etc;</p> <p>Cars made for Brazilian market;</p> <p>Importance of ethanol to Brazil;</p> <p>Existing infrastructure – suitable to large assembly plant;</p> <p>Fiat well-established in Brazil.</p>	<p>Cost to Brazilian taxpayers. How sustainable is this in the long run.</p> <p>No certainty about length of crisis and amount of support needed;</p> <p>Taxpayers' money could be spent on other things.</p> <p>Future car sales uncertain – Fiat could pull out at a later date;</p> <p>Fiat are taking profits out of the country</p>
<p>Option Two</p> <p>Attempt to attract other MNCs to take Fiat's place using financial incentives such as 'tax holidays'</p>	<p>Fiat workforce could find new jobs;</p> <p>Source of foreign earnings;</p> <p>Maintains prestige for government;</p> <p>Stimulates infrastructure growth;</p> <p>Training &amp; skills for local people;</p> <p>Support to other business- multiplier effect;</p> <p>Social benefits to area (health, education etc).</p>	<p>Many other MNC's in similar position to Fiat – uncertain financial future – can they afford to expand under present circumstances;</p> <p>Cost to government of financial packages;</p> <p>Tax holidays finish &amp; MNCs might leave;</p> <p>Different MNC might be unable to support existing local businesses.</p>
<p>Option Three</p> <p>Sell off the site in sections for use by Brazilian businesses.</p>	<p>Income from selling large site;</p> <p>No need to pay incentives to MNCs</p> <p>Profits stay in country / taxes paid to Brazil;</p> <p>Possibly more jobs created than lost;</p> <p>Less reliance on global markets (smaller firms)</p> <p>Makes constructive use of site/ prevents it becoming a wasteland.</p>	<p>Possibly fewer jobs created than lost;</p> <p>Might not be able to sell off whole site – loss of income;</p> <p>Loss of investment (social, infrastructure etc) if no MNC attracted there.</p>



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