

Candidate Forename		Candidate Surname	
Centre Number			
		Candidate Number	

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GENERAL CERTIFICATE OF SECONDARY EDUCATION**

B561/01

GEOGRAPHY B

**Sustainable Decision Making (SDM)
(Foundation Tier)**

MONDAY 14 JUNE 2010: Morning

DURATION: 1 hour

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the Question Paper

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

Resource Booklet (B561/01/02/RB – previously supplied)

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer ALL the questions.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- You will be awarded marks in Questions 4 and 5 for the quality of written communication of your answer.
- Resources 1–8 are contained in the Resource Booklet.
- The total number of marks for this paper is 40.

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SECTION A: THE BACKGROUND

QUESTION 1

Use RESOURCES 1 and 2.

- (a) How many of the Multinational Companies (MNCs) in Resource 1 are American owned?

_____ [1]

- (b) Give TWO examples of Newly Industrialised Countries (NICs).

Example 1 _____

Example 2 _____ [2]

[Total: 3]

QUESTION 2

Use **RESOURCES 2** and **3**.

- (a) Give **THREE** reasons why many MNCs wish to locate in NICs.

Reason 1 _____

Reason 2 _____

Reason 3 _____ [3]

- (b) Give **TWO** reasons to explain why some people in the NICs may not like MNCs locating in their country.

Reason 1 _____

Reason 2 _____

_____ [4]

[Total: 7]

Section A: 10 marks

SECTION B: THE OPTIONS

QUESTION 3

Use RESOURCES 4 and 5.

- (a) Name ONE NIC where BOTH Mars and Unilever are located.

_____ [1]

- (b) Give THREE reasons to explain why major MNCs like Mars and Unilever may be popular in NICs.

Reason 1 _____

Reason 2 _____

Reason 3 _____

_____ [6]

[Total: 7]

QUESTION 4

Use RESOURCE 6.

Why is the MNC Coca-Cola unpopular with some people in India?

[7]

[Total: 7]

Section B: 14 marks

SECTION C: THE DECISION

QUESTION 5

Use **RESOURCES 7** and **8** plus your own knowledge and any ideas from other resources in the booklet.

The Fiat car factory in Betim, near Belo Horizonte in south-east Brazil, is in danger of closing down due to world economic problems and the falling demand for new cars. This would be a big blow to the Brazilian economy and the Brazilian government has suggested three possible options for the future of the site. The government needs to make an economically sustainable decision.

OPTION 1

Continue to support Fiat financially with taxpayers' money until the present crisis is over.

OPTION 2

Attempt to attract other MNCs to take Fiat's place using financial incentives such as 'tax holidays'.

OPTION 3

Sell off the site in sections for use by smaller Brazilian businesses.

TASKS

- (a) Choose ONE of the options on page 8 opposite, which you think is the most economically sustainable, and give TWO reasons for your choice.**
- (b) Give a reason for rejecting EACH of the other TWO options.**
- (c) Suggest a possible disadvantage of your chosen option.**
- (d) Select ONE of your rejected options and give a possible advantage of this option.**

(a) CHOSEN OPTION – Number _____

Reason 1 _____

Reason 2 _____

_____ **[6]**

(b) A reason for REJECTING each of the other TWO options.

Option _____

Reason _____

Option _____

Reason _____

[4]

(c) A DISADVANTAGE of my chosen option.

[3]

(d) A possible ADVANTAGE of ONE of my rejected options.

Option _____

[3]

[Total: 16]

Section C: 16 marks

TOTAL MARKS FOR PAPER: 40

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