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| Candidate Forename | | Candidate Surname | |
| Centre Number | | | |
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GENERAL CERTIFICATE OF SECONDARY EDUCATION**

B561/02

GEOGRAPHY B

**Sustainable Decision Making (SDM)
(Higher 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 2, 3, 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.

Give TWO reasons to explain why many Multinational Companies (MNCs) are attracted to Newly Industrialised Countries (NICs).

[illegible]

[Total: 5]

QUESTION 2

Use **RESOURCE 3**.

Explain **ONE** advantage and **ONE** disadvantage for an NIC of having MNCs located there.

Advantage _____

Disadvantage _____

_____ **[5]**

[Total: 5]

Section A: 10 marks

SECTION B: THE OPTIONS

QUESTION 3

Use RESOURCES 4 and 5 or your own knowledge.

Suggest why a major MNC like Mars or Unilever would be popular with workers in an NIC.

[illegible]

[7]

[Total: 7]

QUESTION 4

Use RESOURCE 6.

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

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[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. This would be a big blow to the Brazilian economy and the Brazilian government has suggested four 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

Offer to buy the site and machinery, and run the car plant as a purely Brazilian business.

OPTION 3

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

OPTION 4

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 to explain your choice.**
- (b) Give a reason for rejecting EACH of the other THREE 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.**

CHOSEN OPTION – Number _____

[illegible]

[illegible]

[16]

[Total: 16]

Section C: 16 marks

TOTAL MARKS FOR PAPER: 40



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