



MARKSCHEME

November 2013

GEOGRAPHY

Higher Level

Paper 3

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Paper 3 markbands**Part (a)**

Level descriptor	Knowledge/ understanding AO1	Application/ analysis AO2	Skills AO4	Marks 0–10
A	No relevant knowledge, or inappropriate	The question has been completely misinterpreted or omitted	None appropriate	0
B	Little relevant knowledge and/or understanding	Important aspects of the question are ignored	Little attempt at organization of material	1–3
C	Some relevant knowledge and understanding	Answer partially addresses the question	Some indication of structure or organization	4–6
D	Generally accurate knowledge and understanding	Answer is developed and covers most aspects of the question	Appropriate structure with generally appropriate terminology	7–8
E	Accurate, relevant knowledge and understanding	Well-developed answer that covers most or all aspects of the question	Well-structured response with sound terminology	9–10

Part (b)

Level descriptor	Knowledge/ understanding AO1	Application/ analysis AO2	Synthesis/ evaluation AO3	Skills AO4	Marks 0–15
A	No relevant knowledge, or inappropriate	The question has been completely misinterpreted or omitted	No synthesis/ evaluation	None appropriate	0
B	Little relevant knowledge and/or understanding	Important aspects of the question are ignored	Little attempt at synthesis/ evaluation	Little attempt at organization of material	1–4
C	Some relevant knowledge and understanding	Answer partially addresses the question	Basic synthesis/ basic or unsubstantiated evaluation	Some indication of structure or organization	5–8
D	Generally accurate knowledge and understanding	Answer is developed and covers most aspects of the question	Synthesis that may be partially undeveloped/ evaluation that may be partially unsubstantiated	Appropriate structure with generally appropriate terminology	9–12
E	Accurate, relevant knowledge and understanding	Well-developed answer that covers most or all aspects of the question	Clear, developed synthesis/clear, substantiated evaluation	Well-structured response with sound terminology	13–15

1. (a) Using examples, explain how financial flows transfer wealth between places. [10]

Financial flows (based on geography subject guide) include loans, debt relief/repayment, international aid, FDI, profit leakage and remittances (do not credit “goods”). The spatial focus could be the global core and periphery (although these terms are dynamic and contested and a variety of interpretations are acceptable, so long as named examples are also included). Some answers may additionally explain that there are legal and illegal (criminal, informal) mechanisms of money transfer; or can explain how “transfer pricing” and offshore tax havens are used by TNCs to transfer money between places.

Better answers may provide superior evidence/case study details of the wealth flows (quoting dollar values or percentage contributions to GDP, *etc*). They may also consider the varied directions of the flows (whether towards core/MEDCs or towards periphery/LDCs). They may even consider flows at the local scale too (*eg* may consider how international aid or FDI flows transfer wealth towards an LDC, yet do not necessarily reach the poorest people/parts of that state).

For band C, at least two financial flows must be described with some exemplification of one flow (either of places or the size/scale of the flows).

To access band D, expect:

- either more detailed knowledge of the major financial flows (may look at how a wider range operate; may provide much more detailed evidence for a smaller range)
- or some explanation of how some major financial flows can operate in different directions (may even consider different scales).

At band E, expect both of these elements.

Marks should be allocated according to the markbands.

- (b) **“Glocalization is the most important reason why some transnational corporations (TNCs) have grown in size and influence over time.” Discuss this statement.**

[15]

Credit all content in line with the markbands. Credit unexpected approaches wherever relevant.

Responses would be expected to define glocalization, providing examples of its effectiveness as a strategy for bridging/building new markets [Guide 5].

A fully synthetic and evaluative answer should debate the statement with reference to other, possibly more important factors. These could include growth in technology associated with globalization, for example, containers or ICT [Guide 2] or the growth of MGOs allowing easier access to markets, possibly triggering mergers and acquisitions (for example, Cemex and domestic cement companies within NAFTA trade bloc) [Guide 6]. The economic factors that triggered global shift (such as cheap labour) are important and the role of outsourcing could be discussed [Guide 3]. Other strategies employed by global brands may also be addressed that explain diffusion over time and space, such as the promotion of consumerism through brand advertising [Guide 5].

Some candidates may conceptualize TNCs as a broad category that includes energy companies and agribusinesses, which would not be expected to adopt glocalization to the same extent as branded commodity providers and the service industry (global banking).

For band C, at least one glocalization strategy must be described and its effectiveness commented on.

To access band D, expect:

- either other more detailed reasons for TNC growth (thereby allowing the truth of the statement to be discussed, using at least one other theme synthesized from the subject guide, probably the role of technology/transport)
- or some more explicit discussion of how glocalization helps some TNCs (perhaps not all) to develop their size and influence (eg cultural acceptance is gained in varied geographical contexts / new markets) over time.

At band E, expect both of these elements.

2. (a) **Explain the causes *and* consequences of the international relocation of polluting industries and/or waste disposal.**

[10]

Polluting industries include manufacturing or mining operations with a large footprint and a polluting or dangerous character in the absence of regulation (examples might include Apple’s contractors in China). There are also international movements of waste (for recycling or disposal), for example, UK wastes to China (recycling) and European waste taken by contractors to Ivory Coast (dumping). The oil industry has brought polluting operations to many territories. While this is not strictly a “relocation”, the benefit of the doubt should be given to accounts of the expansion/diffusion of polluting industries (*ie* consequences of oil pollution in new deep water sites, for example, Gulf of Mexico, new sites in Niger delta, should be credited). Also credit eutrophication linked to agro-industry/agribusiness, *etc*.

The causes might include a quest for cheap sites (thus higher profits) and expect explanations to include details of labour costs, lack of red tape, *etc*. Weaker answers are likely to neglect causes, or provide simple assertions only (*eg* “there’s too much waste nowadays”).

Consequences for both physical environments (landscape, ecosystems) and people should be addressed. Some may be positive (*eg* recycling waste as a resource; FDI and its multiplier effects). Long-term litigation and quest for justice could even be a theme that is explored.

For band C, at least one cause and one consequence must be described (or a wider range of ideas listed) with some exemplification (of either one relocation or waste disposal example).

To access band D, expect:

- either more detailed knowledge of the causes and consequences (do not expect balance; case study consequences are likely to be more detailed and may use more than one example/industry, though this is not required)
- or some explanation of how a single incidence of relocation/disposal can have more varied consequences for different places/people (*eg* origin and destination), though less supporting detail is given.

At band E, expect both of these elements.

Marks should be allocated according to the markbands.

- (b) **“All societies, wherever they are, enjoy the benefits of a shrinking world.”**
Discuss this statement.

[15]

Credit all content in line with the markbands. Credit unexpected approaches wherever relevant.

“Shrinking world” (time-space compression) should be explained and related to different ICT and transport technologies [Guide 2]. Increased migration can be credited as a symptom of a shrinking world (because migrants make use of transport). Trade blocs/MGOs, eg EU, can play a supporting role (because the removal of border controls removes intervening obstacles to migration/transport).

Possible economic benefits derived from connectivity include: more profitable TNCs, with work opportunities for outsourcing locations and locations in receipt of FDI [Guide 3] especially when long view is taken (eg signs of factory reform in Bangladesh). A range of sociocultural benefits can be explored that relate to the sharing of global media, the growth of social networks, etc [Guide 5]. The ease with which migrant remittances can be wired home (or money transferred via mobiles) might be explored [Guide 5]. There are many other benefits that can be mentioned, for example, access to branded commodities [Guide 5].

There are, of course, cases where the statement may not be true and societies remain non-globalized/disconnected. Expect examples of indigenous people, isolated tribes, or variation within societies, for example, subsistence farmers [Guide 7].

Another counterargument would be the “one-sided” benefits of connectivity, wherein poorer connected places are exploited as low-wage production sites, possibly suffering environmental problems [Guide 4]; the sociocultural reaction against globalization, and movements aiming to limit shrinking world effects in some way, for example, increased food localism or the resurgence of nationalism [Guide 6, 7]. Indigenous people may be victims, not beneficiaries, of global interactions [Guide 5]. A current affairs focus might be on internet privacy/rights.

For band C, the shrinking world/globalization (may not distinguish) must be described and its benefits commented on.

To access band D, expect:

- either both sides of the argument are addressed (some societies/places benefit, some do not not), displaying some synthesis of a range of ideas, mostly (but not always) linked to the idea of a shrinking world/technology and transport
- or some more explicit discussion of how “benefits” are not enjoyed by all people within the same society/not everyone agrees what is beneficial (eg some perspectives see globalization as a sovereignty threat).

At band E, expect both of these elements.

3. (a) Analyse the strengths *and* weaknesses of *one named* globalization index. [10]

Expect either the KOF or Kearney index to be selected. There are other possibilities, for example, Maastricht globalization index; CSGR (Warwick); Ernst & Young.

Strengths include the multi-strand approach taken, recognizing that globalization comprises a range of processes that need to be measured, for example, KOF distinguishes between political, social and economic measures of globalization while Kearney uses four categories (economic, personal, technological or political integration).

Weaknesses can be conceptual (what is not included) or empirical (difficulties in collecting data and accuracy issues), for example, KOF's measures of social globalization are easily critiqued, such as the "proximity" of data.

For band C, one recognizable index of globalization should be described in a way that implies it has merit (has different strands) and may state one or two basic weaknesses.

To access band D, expect:

- either more detailed knowledge of the chosen multi-strand index (with some attempt made to describe some weakness)
- or greater understanding of the weaknesses of economic and social data collection/comparisons in general (*eg* appreciates different perspectives on what is viewed as important; knows about flaws in survey methodology).

At band E, expect both of these elements.

Other approaches may be equally valid. Marks should be allocated according to the markbands.

- (b) **“Individuals, national governments and international organizations are increasingly resistant to global interactions.” Discuss this statement.**

[15]

Credit all content in line with the markbands. Credit unexpected approaches wherever relevant.

Global interactions should be defined as a broad set of economic and sociocultural exchanges.

At the individual scale, a range of civil society initiatives can be discussed, such as Occupy/anti-globalization and, at the other end of the political spectrum, anti-immigration/nationalists [Guide 7]. However, some individuals continue to embrace the shrinking world [Guide 2] for a range of economic/cultural reasons [Guide 5].

Evidence of resistance at the national level might include individual government attitudes towards the arrival of global media corporations [Guide 5] or towards immigration and diaspora growth [Guide 5] or towards MGO membership [Guide 6]. However, governments also recognize the advantages of globalization, free trade and financial flows [Guide 5].

The concept of “international organizations” embraces MGOs [Guide 6] and international aid and development agencies responsible for financial flows, such as the politically-guided work of the IMF [Guide 2]. It is likely that candidates will choose to argue against the statement at this final scale.

Because the question specifies three scales of resistance, there are several routes to discussing the statement. One might be to offer some counterarguments (*eg* shows that some national governments embrace global interactions). Another might be to discuss the extent to which resistance is exhibited by individuals compared with governments and international organizations. Another might be to consider whether different kinds of interaction meet with varying strength or resistance (*eg* China embracing trade but resists information exchange). Each approach must be assessed on its own merits. However, a response that merely agrees with the statement cannot progress beyond the band C/D border.

For band C, resistance to global interactions must be identified at all three scales, with description provided of at least two.

To access band D, expect:

- either broader knowledge of a range of reactions, at some different scales (thereby allowing the truth of the statement to be discussed, *eg* by comparing negative reactions at different scales; or by comparing positive and negative reactions at some of the specified scales *ie* individuals, governments and organizations)
- or some explicit discussion of the way that different types of global interaction may prompt different kinds of reaction at one/some of the specified scales.

At band E, expect both of these elements.