

MARK SCHEME for the October/November 2014 series

8001 GENERAL PAPER

8001/21

Paper 2, maximum raw mark 50

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge will not enter into discussions about these mark schemes.

Cambridge is publishing the mark schemes for the October/November 2014 series for most Cambridge IGCSE[®], Cambridge International A and AS Level components and some Cambridge O Level components.

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	Cambridge International AS Level – October/November 2014	8001	21

- 1 (a) Credit the material below or any other valid points.
 [The candidate can only receive credit for answers based on **one** store. Expect Mola as it has more possible points.]

Mola

- old-fashioned image [B]
- already known in the town and area so not new/exciting [B]
- may not encourage a wide age-range of new shoppers [5]
- would not attract young customers to the centre [5]
- products sold suited to only elderly customers [5]
- a failing firm would not be good for the upbeat new centre [B]
- could leave after three years and cause the council to have to repeat this whole expensive process [12]
- may not make much profit so 3% for advertising would be equivalent to very little in total [8]
- a long way away from bus and rail for some/a number of older customers to walk so they may not patronise the store in such numbers anyway [11]
- reduction of bus services to the town centre would affect older people particularly [18]

Ninani

- as the town is in decline a glamorous shop would not sit comfortably [A]
- the shop is glamorous but are the people? So would it attract many buyers? [C]
- young people tend to shop in these stores and the town has less than national average [16]
- town has a number of poorer people because salaries are below the national average [6]
- unemployed people also could possibly not afford their products [1]
- could leave after two years
- their range of stock is too narrow/too much of a niche market so will not attract all to the centre [B]
- may not make much profit so 3% for advertising would be equivalent to very little in total [8]

Whilst deciding a mark, award

- 9–10 for a relevant, perceptive, assessment that explores at least **four** reasons and endorses **one** of the stores;
- 7–8 when **one** of the criteria above has not been satisfied
- 5–6 when **two** of the criteria above have not been satisfied
- 3–4 when the answer is badly flawed but contains **some** worthwhile material
- 1–2 when there is little merit in the answer
- 0 when there is no merit.

[10]

Any relevant content well above 100 words should be totally disregarded.

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- (b) Credit the material below or any other valid points. Credit only responses for **ONE** flagship company.

Futurgizmo is more likely, because

- exciting products for modern lifestyle [B]
- only one competitor in Radoma [17]
- two price promises of 3–5% cheaper and ‘beating any competitor’ will always attract customers [10 and 3]
- free delivery [3]
- create a number of new jobs which the town desperately needs [13]
- will stay for a minimum of 4 years [12]
- (possibly) large percentage of older people in town, who may have more disposable income for such modern products [16]

Primestore is less likely:

- will stay seven years or more, so stability [12]
- a vote of confidence for the town if a major chain supermarket decides to open [A]
- sells more than food and is ever branching out into clothes, electronics, gifts etc. [B]
- shoppers will visit the store regularly for food etc. and then go on into the rest of the centre [20]
- create many jobs [B and 13]
- offering \$30 000 to beautify the centre [15]

Whilst deciding a mark, award

- 9 – 10 for a relevant,
perceptive,
assessment that explores at least **four** reasons
and endorses **one** of the stores
- 7 – 8 when **one** of the criteria above has not been satisfied
- 5 – 6 when **two** of the criteria above have not been satisfied
- 3 – 4 when the answer is badly flawed but contains **some** worthwhile material
- 1 – 2 when there is little merit in the answer
- 0 when there is no merit.

[10]

Any relevant content well above 100 words should be totally disregarded.

- (c) The most likely unimportant point is four (site of The Rado), or perhaps 19 (location in precinct), but candidates might make a case for others. Point two is another possibility.

Award marks as follows:

- 3 sound choice; sound justification;
- 2 possible choice; reasonable justification;
- 1 sound choice; weak justification **OR** suspect choice; some justification;
- 0 suspect choice; weak justification. [3]

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(d) Credit the material below or any other valid points.

Annoyed by

- noise and rowdy customers late at night
- traffic fumes and noise
- illegally parked cars blocking roads
- danger to children from moving vehicles
- property value dropping?

Pleased to

- be close to a 12-screen cinema and other facilities
- have new shops on hand
- property value rising?

3 × 2 or 6 × 1 [6]

Award two marks for each developed point; award one mark for anything proceeding on the logical lines and the second mark for exemplification.

(e) Credit the material below or any other valid points.

- free parking
- easy access
- pleasant newer environment
- less pollution
- all indoors so weather free
- more compact
- modern large stores with more room to walk around
- more presentation space so wider range of products

6 × 1 or 3 × 2 [6]

2 (a) Credit only the following information as shown in the passage:

- **closure of village pub**
no longer makes a profit because of declining trade, drinking at home
no longer serves its function of being a meeting point, social centre
- **loss of annual village fair**
villagers no longer want it
can't be bothered to organise it, too time-consuming
causes problems like traffic jams
leads to disturbances and hooliganism
- **loss of May Day dancing**
no longer taught in primary school so no longer a tradition
so sometimes dangerous to perform the dances if inexperienced.
can lead to associated accidents e.g. pigs and tea stall
[candidates not expected to know it is on 1st May or specific cultural traditions such
dancing round a central tall pole etc.]

3 × 3 (unless extra material on one warrants 4 max.) [9]

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(b) Credit the material below or any other valid points.

- last official meeting/until this is rectified
- three resignations/so no longer viable
- needs seven members/only has six left
- difficult to recruit new members/as when tried before only got two [candidates needs to understand 'a similar drive']
- five year residency rule/is a stumbling block

3 × 2 or 6 × 1 [6]

(c) There are six clear problems discussed, and there must be no overlap with question (a):

- traffic congestion caused by parking outside village shop
- not being allowed to have a by-pass (need to explain what it is)
- vandalism of village facilities like the tennis court fence
- increasing costs, e.g. grass cutting and electricity
- lack of revenue for other projects such as CCTV because of having to spend on repairs from vandalism
- tension between existing residents and city newcomers is spoiling village harmony and chances for activities
- dangers of old buildings being burnt down, especially if lived in by old people, because of traditional building materials and proximity problems if strong wind
- village hall reopening been delayed; unfortunate as the sole meeting place
- groups of young people congregating in the evening and acting in a suspicious way

When deciding a mark, award

11 – 12 for a relevant,

perceptive,

organised assessment

that explores at least **five** problems:

8 – 10 when **one** of the criteria above has not been not satisfied

5 – 7 when **two** of the criteria above has not been satisfied

3 – 4 when the answer is badly flawed but contains some worthwhile material

1 – 2 when there is little merit in the answer

0 when there is no merit.

[12]

Any relevant content well above 120 words should be totally disregarded.

(d) Credit any valid meaning, such as below;

- | | | |
|-------------------------|--|--|
| i. to be shelved | put on hold/kept for a later date/AOVP | |
| ii. perennial (problem) | problem that occurs every year | |
| iii. rue (such a loss) | regret/be upset about a loss | |

3 × 1 [3]

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2 (e) Credit the two evidences documented:

- i. Problems with the Flower Festival caused by fewer parishioners available to do the work as fewer people attending church, especially younger age groups, leaving only the old or unwell to do the work.
- ii. Not allowing the Vicar to say a prayer at the end perhaps shows declining respect for the authority/importance of religion and the village church in society.
- iii. Any other valid point **2 + 3 or 3 + 2 or 2 + 2 + 2 (MAX 5) [5]**

3 (a) Credit the material below:

- is **quick** or instant/not ponderous
- can get an immediate **response**
- more difficult for recipient to **ignore** **3 × 1 [3]**

(b) Credit the material below:

- boring task
- unsolicited messages/offers
- viruses sent by email
- claiming messages to be lost and never received
- only a small percentage are useful
- disturbs thinking processes
- wastes working time
- not useful for joining groups of people together
- messages can be sent without care/thought
- unnecessary uses, e.g. solely to confirm the writer's reason for doing something
- spreads rumours
- gets people to do something they really do not want to do
- outdated (as first developed in 1971) **9 × 1 [9]**

(c) Credit the meanings below:

- i. glamorous/famous people/are stopping using emails
- ii. a death/that takes a long time
- iii. method/process/machine that/helps people work together co-operatively **3 × 2 [6]**

Award two marks for each developed point; award one mark for anything proceeding on the right lines and the second mark for extension.

(d) Credit the material below:

- far less expensive than a **business letter**
- gets faster results (than a letter)
- a better record of a conversation, statement, offer, etc. than a phone call
- can reach a huge target audience
- can offer a wide range of products and services
- facilitates online shopping
- can be used to provide evidence at a future time for say, police, investigators etc. **5 × 1 [5]**

Any relevant content well beyond 60 words should be totally disregarded.

Page 7	Mark Scheme	Syllabus	Paper
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(e) (i)	drudgery	dullness, boredom, repetitiveness, sameness	
	deluge	huge/enormous/gigantic amount (of liquid) not large	
	sifting	sorting through, looking for, searching	
	shunning	avoiding, staying clear of, keeping away from, rejecting	
	enmeshed	trapped, choked, caught up, (en)tangled	
	fuelled	been the cause of, created, inspired	6 × 1 [6]

(ii)	drudgery	Cinderella hated the drudgery of cleaning the same floors, sinks and windows every day as it was so repetitive and boring.	
	deluge	After winning the lottery John was faced by a deluge of letters requesting financial help from hundreds of people he did not know.	
	sifting	Jane spent nearly all day sifting the many documents in her writing bureau but she still could not locate her old passport.	
	shunning	More and more children are now shunning cigarettes as they learn about the permanent damage they can do to their bodies.	
	enmeshed	Joel became slowly enmeshed in the thick seaweed on the reef as he tried to walk through its wavy long strands at low tide, but luckily the dive team were able to cut him free.	
	fuelled	The politician's provocative speech fuelled such an uprising in the poor part of town that it took over a thousand riot police to quell it.	

6 × 1 [6]