



Cambridge International AS Level

ENGLISH GENERAL PAPER

8021/21

Paper 2 Comprehension

May/June 2019

MARK SCHEME

Maximum Mark: 50

Published

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 International will not enter into discussions about these mark schemes.

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This document consists of **11** printed pages.

Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptors for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

Question	Answer	Marks
1(a)	<p>Considering the advantages <u>and</u> at least <u>one</u> disadvantage, explain why Jini might choose the University of Zandi course.</p> <p>Answer in continuous prose, using <u>your own words</u> as far as possible.</p> <p>Credit any of the following or any other valid point. The University of Zandi</p> <ul style="list-style-type: none"> • Do not accept reference to the disadvs of the other two providers. • If more disadvs than advs, MAX Level 2 <p>Jini can begin her studies immediately, which is exactly what she wants to do.</p> <p>Jini will gain a recognised qualification in marketing which she currently lacks as her degree was in English.</p> <p>The diploma counts towards gaining credits so would probably help towards gaining a Master's degree/getting on a Master's course.</p> <p>Gaining this diploma under her own steam might encourage Supernova to pay for her to do a Master's as it would highlight her ability in the subject.</p> <p>She can try it out for two weeks to see if this style of learning suits her and pay nothing so she would incur no financial loss.</p> <p>The modules cover all aspects of digital marketing that she needs to make the desired progress in her job.</p> <p>All the people delivering the course already work in a teaching capacity so are used to training students and should be proficient.</p> <p>She can choose to do modules in order of importance to her as the course is flexible.</p> <p>She can study any time and at her own pace as she just needs to log on to a computer.</p> <p><u>which could outweigh</u></p> <p>that it could be stressful for Jini, trying to fit studying for all these modules into her only free evenings over an extended period.</p> <p>It is the most expensive course and Jini has little spare money now because of her student debts.</p> <p>It is a lonely way to learn, isolated at home, for someone who likes to work with others when studying.</p> <p>It is the longest course to complete and, for Jini, time is of the essence, regarding acquiring these skills as she wants to improve her management of client issues.</p> <p>In assessing the answer, award marks for a coherent appraisal, clearly expressed, of four or more relevant considerations (including balance) that make use of analytical skills. See Level Table</p>	10

Question	Answer			Marks
1(a)	Levels	Mark(s)	Descriptors	
	4	10–9	<ul style="list-style-type: none"> • Capacity to interpret evidence and sustained ability to present relevant arguments, analysis and exemplification maintaining a strong focus on the main issues in the question. • Comprehensive approach demonstrating ability to identify and select relevant information, data, concepts and opinions and maintain a strong focus on the key issues. • Shows the ability to communicate clearly and accurately in a fluent and organised manner. 	
	3	8–6	<ul style="list-style-type: none"> • Moderate range of arguments, analysis and exemplification covering some of the main issues in the question. • Demonstrating some grasp of the nature of key issues but with a restricted range or a loss of focus leading to the inclusion of some irrelevant material. • Shows the ability to communicate clearly and accurately in a fluent and organised manner. 	
	2	5–3	<ul style="list-style-type: none"> • Limited analysis shown in a response consisting of mainly undeveloped material. • A modest range of selected points, perhaps some of which are irrelevant or incorrect. • Ability to convey meaning but with limited powers of expression with some errors in spelling, punctuation or grammar which impede the flow and hinder communication. 	
	1	2–1	<ul style="list-style-type: none"> • Some simple, mainly unexplained or undeveloped points or perhaps a very narrow range – with little interpretation or analysis and little development or exemplification. • Limited range, dubious choice showing restricted appreciation of key issues. • Ability to convey meaning but with limited powers of expression with some errors in spelling, punctuation or grammar which impede the flow and hinder communication. 	
	0	0	<ul style="list-style-type: none"> • A mark of zero should be awarded for no creditable content. 	

Question	Answer	Marks
1(b)	<p>Explain <u>two</u> disadvantages of the Zandi City Council Masterclasses with Oli Pomerini.</p> <ul style="list-style-type: none"> • Mark the first 2 disadvantages only <p>Credit any of the following or any other valid point.</p> <p>The Zandi City Council Masterclasses</p> <p>The course seems more geared to an overview and staff at director level (1) than, for example, dealing with digital analytical specifically. (1)</p> <p>A course run at speed over one day could mean that things are only touched upon briefly (1) so might not enhance her knowledge much. (1)</p> <p>The course is run on a working day (1) so she would be unlikely to get the day off work as it is a small company. (1)</p> <p>It has the most attendees in a face-to-face situation (1) so it might be difficult to ask questions or participate in discussions with so many other voices. (1)</p> <p>It would be difficult for her to get there (1) as she cannot drive/ the buses and trains are infrequent. (1).</p> <p>She might be disappointed in Oli when she is actually taught by him (1) as she only follows him on social media at present (1) – she knows nothing about his teaching skills. (1) (max. 2)</p> <p>Oli’s knowledge is about marketing on a global scale (1) so the course might not be so applicable for someone working at a local level. (1)</p> <p>The course is four months away (1) and Jini wants training very soon. (1)</p> <p style="text-align: right;">2 × 2</p>	4

Question	Answer	Marks
1(c)	<p>Explain <u>two</u> disadvantages of the Carla Patel course.</p> <ul style="list-style-type: none"> • Only the first 2 disadvantages can gain credit. <p>Credit any of the following or any other valid point.</p> <p>Carla Patel</p> <p>The course does not specifically mention digital analytics (1) so Jini might not improve her knowledge in this field by much. (1)</p> <p>Jini is otherwise engaged on Wednesday evenings, (1) looking after her relative, (1) so she might find it difficult to attend/ have to make alternative arrangements for his care. (1)</p> <p>If the course is very relaxed, it might lack focus (with attendees asking questions focused on their own issues) (1) and so not get through as much work as in a more structured environment. (1)</p> <p>A talk about careers is a different matter to teaching attendees (1) so the course might not be as good as Jini requires in order to improve her technical abilities. (1)</p> <p style="text-align: right;">2 × 2</p>	4
1(d)	<p>Which <u>one</u> piece of the additional information provided might Jini have regarded as the least relevant in deciding which course to take?</p> <p>Justify your choice.</p> <p>The most obviously irrelevant piece of information is 3, but answers can make a case for any others in the Additional information section.</p> <p>For example</p> <p>Point 3 (1) because Jini has already made the decision not to be a lawyer. (1)</p> <p>Point 3 (1) because Jini is committed to being in marketing and enhancing her career there. (1)</p>	2

Question	Answer	Marks
1(e)	<p>The term ‘social media influencers’ describes key individuals in, for example, entertainment or fashion, whose online blogs or photographs have become increasingly important for marketing departments.</p> <p>In your opinion, state why these key individuals are so influential.</p> <p>Credit any 2 of the following or any other valid point.</p> <p>As social media has gained in popularity, certain people have massive online followings (1) and, if they endorse/ praise something, then many of their followers will want to mimic them. (1)</p> <p>The rise of the social media influencer has created new ways for brands to connect with customers more directly/ on a larger scale. (1)</p> <p>It is similar to a word-of-mouth recommendation so is more powerful than traditional marketing. (1)</p> <p>It makes people feel that they are keeping up with/ living the same life as the in-crowd. (1)</p> <p style="text-align: right;">2 × 1</p>	2
1(f)	<p>The term ‘early adopter’ refers to a person who starts using technology or products as soon as they become available.</p> <p>Give <u>three</u> reasons which you think might motivate someone to be an early adopter.</p> <ul style="list-style-type: none"> • Only the first 3 responses can gain credit <p>Credit any 3 of the following or any other valid point.</p> <p>They love the opportunity to try out cutting-edge products/ technology/ they have a passion for innovation. (1)</p> <p>They like to stand out from everyone else by being ahead of the majority of consumers. (1)</p> <p>They like to show off/ It gives them bragging rights/ They feel that it gives them status. (1)</p> <p><u>They</u> might get freebies as companies like to use them as guinea pigs to test new products. (1)</p> <p>If this is the case, <u>they</u> are asked for their feedback so can feel as if they are an integral part of the development process. (1)</p>	3

Question	Answer	Marks
2(a)	<p>According to Gràcia, state what motivates him to spend ‘most weekends exploring and mapping the island’s complex system of underwater caves’.</p> <p>Because ‘Mallorca is much <u>more</u> beautiful underground than above ground’.</p>	1
2(b)(i)	<p><u>In your own words</u>, describe <u>five</u> things that went wrong as Gràcia and Mascaró headed for home.</p> <ul style="list-style-type: none"> • Only the first 5 points can gain credit • Phrases copied directly from the Material gain no credit <p>Credit any 5 of the following:</p> <p>Gràcia and Mascaró bumped into each other (accidentally) (1) and this caused the water to become muddy (1) so things were hardly visible. (1)</p> <p>Next there was a problem with the guideline (1) because it had been cut or dragged down/lost, (1) probably by a rock fall. (1)</p> <p>They tried feeling for it for an hour, (1) but they could not locate it.(1)</p> <p>By now they had used up all the air for their journey (in and out of the cave) (1) and had hardly any emergency air left either/ almost out of oxygen. (1)</p> <p style="text-align: right;">5 × 1</p>	5
2(b)(ii)	<p><u>In your own words</u>, explain what their options were and why they were dangerous.</p> <ul style="list-style-type: none"> • Phrases copied directly from the Material gain no credit. <p>Credit any 5 of the following points:</p> <p>There was just air for one diver to get out of the cave (1) so Gràcia remained behind/ Guillem left to seek aid (1) as he was the thinner one (1) who would not require so much air. (1)</p> <p>Gràcia had survived on cave air before (1) which contains more carbon dioxide. (1)</p> <p>Mascaró would use a different/lengthier route (1) and sometimes with no guideline (1) so could possibly lose his way. (1)</p> <p style="text-align: right;">5 × 1</p>	5

Question	Answer	Marks
2(c)(i)	<p>Once alone in the chamber, identify what Gràcia did to ensure he would survive for as long as possible.</p> <p>Answer <u>in about 50 words</u>.</p> <p>Credit any 5 of the following:</p> <p>He took off his equipment (1) and, (exploring the chamber), noticed a gap between the water and the ceiling/noticed an air pocket. (1)</p> <p>He realised he could drink the (surface) water, (1) found a rock – upon which to rest/out of the water. (1)</p> <p>He (tried to) manage <u>without</u> light (1) as two of his three torches were broken and the third was low on battery/only one torch was working. (1)</p> <p>He only used it to go to the toilet and get fresh water/in emergency situations. (1)</p> <p>He began to think about his loved ones/thought they were too young to lose their father. (1)</p> <p>He managed to stay calm. (1)</p> <p>Any content above 50 words gains no credit.</p> <p style="text-align: right;">5 × 1</p>	5

Question	Answer	Marks
2(c)(ii)	<p>Describe what side effects of breathing high levels of carbon dioxide he experienced.</p> <p>Answer <u>in about 50 words</u>.</p> <p>Credit any 5 of the following:</p> <p>He had a headache (1), but, even though he was exhausted, (1) he could not sleep. (1)</p> <p>His brain was whirring/he felt dizzy. (1)</p> <p>His mind played tricks on him/experienced a mental disorder. (1)</p> <p>He thought there were lights (in the lake). (1) and that he could hear the sound of bubbles/the sound of a diver (emerging). (1)</p> <p>It was a hallucination/(When he looked though), he saw nothing. (1)</p> <p>He lost track of time. (1)</p> <p>Any content above 50 words will not be credited</p> <p style="text-align: right;">5 × 1</p>	5
2(d)	<p>State <u>three</u> of the problems that delayed the rescue of Gràcia.</p> <ul style="list-style-type: none"> • Only the first 3 points can gain credit. <p>Credit any 3 of the following.</p> <p>(The rescue efforts had been hampered by) poor visibility. (1)</p> <p>Rescuers had tried to drill a hole through the rocks – to supply him with food and water/this attempt had failed. (1)</p> <p>They had to wait (a day) for the silt to settle. (1)</p> <p>Clamor had to leave him in the cave to contact the rescue team. (1)</p> <p style="text-align: right;">3 × 1</p>	3

Question	Answer	Marks
2(e)	<p>Suggest why you think that Gràcia’s children ‘don’t tell’ him ‘not to do it’. (line 62)</p> <p>Credit any 1 of the following or any other valid point.</p> <p><u>They</u> realise that, as a geologist, this is a very important part of his life and he cannot help himself. (1)</p> <p>If <u>they</u> prevented him from doing what he loved, he might end up resenting them for doing so. (1)</p> <p>Needs to be linked to the children to gain credit</p>	1