



# Cambridge International AS Level

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ENGLISH GENERAL PAPER

8021/21

Paper 2 Comprehension

October/November 2019

MARK SCHEME

Maximum Mark: 50

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**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.

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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><b>Considering the advantages and at least <u>one</u> disadvantage, explain which one of the three sports stars would be the <u>most</u> suitable for the club to open the tournament.</b></p> <p><b>You should concentrate on your chosen sports star and <u>not</u> refer to the other sports stars.</b></p> <p><b>Answer in continuous prose, <u>using your own</u> words as far as possible.</b></p> <p>Credit any of the following or any other valid point.</p> <p><b>Axel</b></p> <p>He is likely to have the highest profile as he is a familiar face on television.</p> <p>Also he is part of a celebrity couple so there will be two sets of fans who might be attracted to the event, plus both sets will be new fans to the sport so hopefully boost future income too.</p> <p>All this is a big advantage as it is essential to maximise takings after last year's financial woes.</p> <p>Oliana might add her support to the club's invitation as it is local and would keep him nearer home.</p> <p>The president is intending to give some of the profit to good causes and Axel already has a sports charity up and running which could benefit local children.</p> <p>He has some experience of playing tennis and it is only going to be an exhibition match</p> <p><u>which could outweigh the fact that</u></p> <p>He is a professional golfer not a professional tennis player, so the match would probably be very one-sided.</p> <p>As he is entering lots of tournaments/staying in tournaments for their entirety as he is often in the finals, he might not be able to fit it into his schedule.</p> <p>The club holds traditions dear/wants to encourage families playing together so might be worried about the rumours surrounding Axel's marriage.</p> <p>His agent might demand a huge fee for him to appear which the club couldn't afford.</p> <p>Oliana might see this invitation as the final straw (that even when in Albin, he takes on things that take him away from home) so could draw more bad publicity for <u>all concerned</u>.</p> | 10    |

| Question | Answer  | Marks |
|----------|---|-------|
| 1(a)     | <p><b>Ronia</b></p> <p>She might be the cheapest regarding appearance fees as she doesn't have an agent to drive a hard bargain/she is suffering from money woes.</p> <p>Local people hold her in high esteem so she might attract the most local spectators as well as badminton fans who might never have been before.</p> <p>If she doesn't sell her gold medal, she might bring it along as an extra attraction for spectators to see/touch/admire.</p> <p>She probably has good press links already because of her own tournament so could ask them to cover the tennis one too.</p> <p>She is keen to promote the benefits of sport so is very likely to want to do this.</p> <p>As she is in the middle of being filmed for a documentary, this event might be included and gain more publicity for the event when broadcast.</p> <p><u>which could outweigh the fact that</u></p> <p>she is a badminton player, not a tennis player, so the match might not be that close (though the sports can be regarded as demanding similar skills)..</p> <p>She might not be well enough to attend/play a match if the rumour is to be believed.</p> <p>She is the only one not still playing competitively so might not have such a fan base/level of recognition with younger spectators.</p> <p>She might see it as a rival to her own tournament so might not want to help make it more successful.</p> <p><b>Tobi</b></p> <p>Tobi attended Albin Tennis Club so would be a potent local symbol of the club/their success.</p> <p>As he is only just beginning to be famous, he probably won't be the most expensive regarding appearance fees.</p> <p>Beating a big name sports person attracts lots of publicity so his ability to attract spectators will be increasing all the time,</p> <p>especially as he is the only professional tennis player so fans would be only too aware of his amazing victory.</p> <p>He is the only one who would be able to give good value in the exhibition match playing against another professional player.</p> <p>Bernd might be pleased as he already knows Tobi through teaching him.</p> |       |

| Question | Answer  | Marks |
|----------|---|-------|
| 1(a)     | <p><u>which could outweigh the fact that</u></p> <p>Bernd might be worried that Tobi might show him up during the match.</p> <p>He has achieved the least so far in terms of career so might attract the smallest number of spectators which would not improve the club's financial position, especially as his new agent might drive a hard bargain to impress his new client.</p> <p>He has not felt confident in the media spotlight so far so might not want to do it, plus he has definitely been seriously ill recently so might have a relapse at the thought of appearing at a celebrity event.</p> <p>He is the only one who would not bring in spectators from other sports, so this might limit the impact of this exhibition match.</p> |       |

| Question | Answer  |   |  | Marks |
|----------|---|---|--|-------|
| 1(a)     | In assessing the answer award marks for a coherent appraisal, clearly expressed, of <b>four</b> or more relevant considerations that make use of analytical skills and is balanced. |   |  |       |
|          | Levels  | Mark(s)   | Descriptors  |       |
|          | 4   | 9–10  | <ul style="list-style-type: none"> <li>• 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.</li> <li>• Comprehensive approach demonstrating ability to identify and select relevant information, data, concepts and opinions and maintain a strong focus on the key issues.</li> <li>• Shows the ability to communicate clearly and accurately in a fluent and organised manner.</li> </ul> |       |
|          | 3   | 6–8   | <ul style="list-style-type: none"> <li>• Moderate range of arguments, analysis and exemplification covering some of the main issues in the question.</li> <li>• 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.</li> <li>• Shows the ability to communicate clearly and accurately in a fluent and organised manner.</li> </ul>  |       |
|          | 2   | 3–5   | <ul style="list-style-type: none"> <li>• Limited analysis shown in a response consisting of mainly undeveloped material.</li> <li>• A modest range of selected points, perhaps some of which are irrelevant or incorrect.</li> <li>• 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.</li> </ul>   |       |
|          | 1   | 1–2   | <ul style="list-style-type: none"> <li>• Some simple, mainly unexplained or undeveloped points or perhaps a very narrow range – with little interpretation or analysis and little development or exemplification.</li> <li>• Limited range, dubious choice showing restricted appreciation of key issues.</li> <li>• 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.</li> </ul>                     |       |
| 0        | 0   | <ul style="list-style-type: none"> <li>• A mark of zero should be awarded for no creditable content.</li> </ul> |  |       |

| Question | Answer  | Marks |
|----------|---|-------|
| 1(b)     | <p><b>Considering <u>three</u> disadvantages and <u>one</u> advantage, explain which <u>one</u> of the three sports stars would be the <u>least</u> suitable for the club to open the tournament.</b></p> <p><b>You should concentrate on your chosen sports star and <u>not</u> refer to the other sports stars.</b></p> <p><b>Answer <u>using your own words</u> as far as possible.</b></p> <p>As <b>Question 1(a)</b>, but 4 × 2</p>  | 8     |
| 1(c)     | <p><b>State the <u>three</u> pieces of additional information provided which you found the least relevant in deciding which sports star to choose.</b></p> <p>Points 7, 11 and 15</p>   | 3     |
| 1(d)(i)  | <p><b>Explain what the conversation between Antonia and Saul reveals about the relationship between:</b></p> <p><b>Antonia and the president.</b><br/><b>Answer <u>in about 20 words</u>.</b></p> <p>Credit any two of the following <b><u>or any other valid point</u></b>.</p> <p>She clearly does not understand his motivations (1) as she seems to want to turn everything he has done at the club on its head (1) and appears to think that she can simply bulldoze her initiatives through (1). She does not seem to care about maintaining traditions (1) and appears willfully unaware of the president's attitude to them (1). She does not seem to think it is necessary to confer with the president (1), taking it for granted that he will agree with her on everything (1).</p> <p>Any relevant content above 20 words should not be considered as part of the answer.</p> | 2     |
| 1(d)(ii) | <p><b>Antonia and Saul.</b><br/><b>Answer <u>in about 20 words</u>. Do not repeat any material used in 1(d)(i).</b></p> <p>Credit any two of the following <b><u>or any other valid point</u></b>.</p> <p>She is not really interested in what he has to say (1) as she interrupts him twice (1). She is blind to any body language cues (1) as she does not take into account that he seems uncomfortable (1). She also ignores the tones he uses (1), such as when he sounds cautious or unconvinced (1). She is continually making assumptions about his support for the idea (1), when, in fact, he has said nothing to that effect (1).</p> <p>Any relevant content above 20 words should not be considered as part of the answer.</p>   | 2     |

| Question | Answer   | Marks    |
|----------|--|----------|
| 2(a)     | <p><b>In your opinion, explain why Suzy Hansen picked ‘All Sewn Up’ as the title for her article.</b></p> <p>Credit any two of the following or any other valid point made.</p> <p>Sewing links with the type of business under discussion (1)/it reflects the dominant position of Inditex (1) as it is a leader in its field (1)/if something is all sewn up, the opposition is blocked or not allowed access (1).</p> <p style="text-align: right;"><b>2 × 1</b></p>  | <b>2</b> |
| 2(b)     | <p><b>Explain why it is surprising that the world’s third richest man is based in La Coruña in Galicia. (lines 3–5)</b></p> <p><b>Answer <u>in your own words</u> as far as possible.</b></p> <p>Credit any two of the following points.</p> <p>Galicia is known as a region where the inhabitants want to go elsewhere (1).</p> <p>In the 1900s many travelled long distances, such as to South America (1) as Galicia was so poor (1).</p> <p style="text-align: right;"><b>2 × 1</b></p>  | <b>2</b> |
| 2(c)     | <p><b>Explain why you think that Ortega does not give interviews and rarely allows his photograph to be taken.</b></p> <p>Credit any two of the following or any other valid point made.</p> <p>The company as a whole is described as modest (1) so Ortega is matching the company’s image/ethos (1).</p> <p>Ortega might be afraid that people will then recognise him (1) and accost him in public (1), meaning he has no privacy or private life (1) or criminals could target him, his family or his home (1). (MAX 2)</p> <p>Ortega might think that his Galician accent might have a negative effect (1) on people’s perceptions of his business acumen (1).</p> <p>He might feel his presence is not imposing enough for the media (1) which lionises big characters (1).</p> <p style="text-align: right;"><b>2 × 1</b></p> | <b>2</b> |

| Question | Answer   | Marks    |
|----------|--|----------|
| 2(d)     | <p><b>According to paragraphs 7 and 8, describe how Zara’s business model differs ‘from the norm’.</b></p> <p><b>Answer <u>in your own words</u> as far as possible.</b></p> <p>Credit any eight of the following points. (Bp = Bullet point number, referred to in the Principal Examiners Report.)</p> <p>Bp 1: It is unusual to not have moved manufacture out of La Coruña (1).</p> <p>Bp 2: Normally (Western) firms have their clothes designs made up in Chinese/Indian manufacturers (1)</p> <p>Bp 3: who are not part of their organisation (1)</p> <p>Bp 4: because their workers are paid less (1).</p> <p>Bp 5: Garments are sent back (to the West) (and are in shops) twice a year/spring and autumn(1),</p> <p>Bp 6: though there are small consignments at other times (1).</p> <p>Bp 7: Inditex/Zara only sends a handful of every design (from each collection) to their shops (1)</p> <p>Bp 8: so there is minimal wastage (1)</p> <p>Bp 9: but a manager can order more of a popular style (1).</p> <p>Bp 10: The way <u>the public</u> respond to merchandise is noted (1)</p> <p>Bp 11: by (employees) checking what sells and what does not sell (1)</p> <p>Bp 12: and by <u>employees</u> listening to customer comments (made in-store) (1).</p> <p>Bp 13: Employees <u>are taught</u> how to elicit opinions (1)</p> <p>Bp 14: and then relay them back to HQ (daily) (1)</p> <p>Bp 15: which are passed on to their <u>many</u> designers (1)</p> <p>Bp 16: who can react immediately with new styles (1)</p> <p>Bp 17: that the manufacturers make up (1)</p> <p style="text-align: right;"><b>8 × 1</b></p> | <b>8</b> |
| 2(e)     | <p><b>State the <u>two</u> reasons given as to why Inditex can accommodate more expensive workers’ pay rates.</b></p> <p>(Greater) flexibility and a faster turnaround speed.</p> <p>Note: Both elements are required to score the mark.</p>   | <b>1</b> |

| Question | Answer   | Marks    |
|----------|--|----------|
| 2(f)     | <p><b>Explain how ‘Inditex has completely changed consumer behaviour’, according to Masoud Golsorkhi.</b></p> <p><b>Answer <u>in about 60 words</u>.</b></p> <p>Credit any six of the following points. (Bp = Bullet point number, referred to in the Principal Examiners Report.)</p> <p>Bp 1: With high-end companies, clothes did not change for months (1).</p> <p>Bp 2: Zara customers know they need to buy immediately (1)</p> <p>Bp 3: because <u>the stock</u> will have changed <u>within a short time</u> (1).</p> <p>Bp 4: Inditex has affected not just the cheap end (1):</p> <p>Bp 5: Zara makes clothes customers buy on impulse (1)</p> <p>Bp 6: because they are so cheap <u>and</u> transitory(1);</p> <p>Bp 7: buyers now demand similar trendiness and variety from <u>high-end</u> companies (1).</p> <p>Bp 8: Zara has ended the traditional pattern of two collections annually (1).</p> <p>Bp 9: Now many <u>high-end</u> companies produce multiple collections (1).</p> <p>Bp 10: Fresh stock + always be buying something nearly unique (1).</p> <p>Bp 11: Merchandise moves incredibly quickly, <u>even by fast-fashion standards</u> (1).</p> <p>Bp 12: Twice-weekly deliveries to stores (1).</p> <p style="text-align: right;"><b>6 × 1</b></p> <p>Any relevant content above 60 words should not be considered as part of the answer.</p> | <b>6</b> |
| 2(g)     | <p><b>State the meaning of the <u>two</u> following words or phrases as they are used in the material.</b></p> <p><b>You may write the answer in one word or a short phrase.</b></p>   |          |
| 2(g)(i)  | <p><b>is thriving (line 21)</b></p> <p>Credit any of the following or any other valid synonym.</p> <p><b>Is thriving:</b> is booming/is flourishing/is prospering/is blooming/is developing <u>well</u>/is growing <u>well</u></p>   | <b>1</b> |
| 2(g)(ii) | <p><b>inexorable (line 29)</b></p> <p>Credit any of the following or any other valid synonym.</p> <p><b>inexorable:</b> relentless/unrelenting/remorseless/unflagging</p>  | <b>1</b> |

| Question | Answer  | Marks    |
|----------|---|----------|
| 2(h)     | <p><b>Use the original words or phrases in 2(g) in <u>two</u> separate sentences to illustrate their meanings as used in the material.</b></p> <p><b>Your sentences should <u>not</u> deal with the subject matter of the material.</b></p> <p>The wildlife reserve has spent a lot of money making the environment wolf-friendly, so it is no surprise that the pack has settled in well and is thriving, with many births imminent.</p> <p>Despite the very best efforts of the medical team, the spread of the disease was inexorable and he died within hours of arriving in intensive care.</p> <p style="text-align: right;"><b>2 × 1</b></p> | <b>2</b> |