

MARK SCHEME for the October/November 2008 question paper

8001 GENERAL PAPER

8001/02

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.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

- CIE will not enter into discussions or correspondence in connection with these mark schemes.

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Page 2	Mark Scheme	Syllabus	Paper
	GCE AS LEVEL – October/November 2008	8001	02

13 In all the questions, be prepared to credit any other valid points.

- (a)** Candidates may home in on the following aspects in the advertisement:
- initial contact seems to be informal;
 - the firm is branching out;
 - it claims to be successful;
 - one can start from scratch but under proper guidance and earn good commissions, which may lead to a senior position and a financially secure retirement.

Relevant factors from the list are:

- 18 (no permanent employment since university)
- 8, 12 (appropriate degree and temporary employment)
- 1, 16 (car licence)
- 5 (no personal ties)
- 11, 19 (strategically placed relatives)
- 6 (need for air conditioning)
- 4, 20 (large potential market)

Mark on impression, bearing the criteria below in mind:

- 9–10 a consistent and relevant response which explores the implications of at least four aspects/factors and reaches a convincing conclusion in about 100 words
- 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
- 0–2 when there is little or no merit in the answer

[10]

- (b)** Candidates may home in on the following aspects in the advertisement:
- recruitment seems to be very casual;
 - they are much too vague over pay;
 - competition may be internal as well as external;
 - too much may depend on hard selling;
 - there may be far too much travelling;
 - no company car is provided.

Relevant factors from the list are:

- 14 (shyness)
- 1, 16 (old car, non-ownership of car, limited driving experience)
- 2, 3, 10, 13 (vast distances on poor roads)
- 7, 15 (unsuitability of product)
- 9 (possible hazards/epidemics)

Mark on impression, bearing the criteria below in mind:

- 9–10 a consistent and relevant response which explores the implications of at least four aspects/factors and reaches a convincing conclusion in about 100 words
- 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
- 0–2 when there is little or no merit in the answer

[10]

Page 3	Mark Scheme	Syllabus	Paper
	GCE AS LEVEL – October/November 2008	8001	02

- (c) Questions may concern:
- pay during training
 - salary structure
 - promotion prospects
 - commissions
 - travelling expenses
 - pension rights

Be prepared to credit other financial queries (e.g. method of payment) if they arise naturally from the situation in question. In particular, 'various financial aspects of the job' could also legitimately be taken to refer to the actual selling of air-conditioning: e.g. discounts, packages, credit arrangements.

Mark on impression, bearing the criteria below in mind:

- 8 a shrewd and relevant coverage of at least four major financial issues which, in about 80 words, have been explored in some depth.
- 6–7 when one of the criteria above has not been satisfied
- 4–5 when two of the criteria above have not been satisfied
- 2–3 when the answer is badly flawed but contains some worthwhile material
- 0–1 when there is little or no merit in the answer

[8]

- (d) An ideal applicant should have relevant academic/professional qualifications/expertise/experience have considerable driving experience/love travelling/own a powerful/new car live near Detsad or Farsh.

S/he should be footloose, outgoing, presentable, persuasive, adaptable, able to learn fast; highly motivated, competitive, tough, prepared to work long hours...

Mark on impression, bearing the criteria below in mind:

- 7 a plausible response that complements (a) and (b) and highlights at least four desiderata in about 70 words
- 6 when one of the criteria above has not been satisfied
- 4–5 when two of the criteria above have not been satisfied
- 2–3 when the answer is badly flawed but contains some worthwhile material
- 0–1 when there is little or no merit in the answer

[7]

14 In all the questions, be prepared to credit any other valid points.

- (a) Accept any five of the following points:

- 'street ... rubbish tip... intervention of IDBC'
- 'regeneration of Idda'
- 'proposal ... to fell all the trees on the Midi Estate'
- 'litter bin sponsorship'
- 'clean up the River Odelle'
- 're-roofing of Pluiplui Sports Hall'
- title of organisation

5 x 1 [5]

Page 4	Mark Scheme	Syllabus	Paper
	GCE AS LEVEL – October/November 2008	8001	02

(b) Among many valid interpretations of the text are the following:

- The fifteenth wedding anniversary is so important to Jeanne Quiller that it is unthinkable that she should go to a public meeting on that occasion. / It serves as an example of the wrong priorities or of her wanting to have her cake and eat it. / It could show how well organised she is. (Award one mark only for a simple clash of commitments.)
- Jeanne Quiller has a vested interest in attending meetings of the IDBC as she has suffered from some of the problems that it is striving to combat. / It is proof of the effectiveness of the IDBC.
- Jeanne Quiller uses Mrs Karnac, a notorious absentee, to deflect criticism from her own irregular attendance.
- Jeanne Quiller uses Alphonse and Marie Nerse in an attempt to bypass the perceived inflexibility of Henrietta Ludo's ruling on attendance on a revised date. / They are used to draw attention to her own importance. / It shows that Jeanne Quiller does have support in the committee.
- It is a knee-jerk reaction with a bitter message that the Committee is as much at fault as everyone else over the plight of Idda. / It demonstrates Jeanne Quiller's passionate attachment to the cause of IDBC. / The parade of her qualifications shows how the next meeting will suffer if she is not present.

5 x 2 [10]

(c) Candidates are entitled to their own views on Jeanne Quiller but they must be supported by the evidence provided. Relevant material from the exchange of emails includes:

- What motivates Jeanne Quiller to support the IDBC.
- Her sense of her own importance.
- Her prickliness and readiness to find other scapegoats.
- Her trying to have-her-cake-and-eat-it mentality.
- Her duplicity in attempting to circumvent Henrietta Ludo.
- The purpose behind the various styles she employs when contacting Henrietta Ludo.
- The late hours that she apparently keeps.
- Candidates who favour Jeanne Quiller are likely to highlight her enthusiasm, her family values, her popularity within the committee, her experience and formidable qualifications, amongst other virtues.

Mark on impression, bearing the criteria below in mind:

- 9–10 a consistent and relevant response which explores the implications of at least four pieces of evidence and reaches a convincing conclusion in about 100 words
- 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
- 0–2 when there is little or no merit in the answer

[10]

(d) Acceptable answers should take the form of a set of guidelines or principles applied to one particular situation.

- 9–10 an articulate response of about 100 words which detaches itself from the immediate issues in the text and applies relevant criteria which stand up to scrutiny, to a plausible scenario of the candidate's choosing.
- 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
- 0–2 when there is little or no merit in the answer

[10]

Page 5	Mark Scheme	Syllabus	Paper
	GCE AS LEVEL – October/November 2008	8001	02

15 In all the questions, be prepared to credit any other valid points.

(a) Credit up to eight of the following points or any other valid points:

Mobile phones are a boon in that they

- are an informal means of communication
- which make us feel at home
- even when we are in the midst of hundreds of strangers / even when we are subject to stress.
- They afford a sense of security to women on their own and feature
- as a (innocuous?) way of showing off among young people
- or of indulging in one-upmanship amongst grown up men.
- They do, however, pose problems at business meetings
- and can cause offence when used without consideration
- on public transport or in such places as theatres or cinemas.
- Mobile phones can be misused in personal relationships.

8 x 1 [8]

(b) Credit two of the contrasts below:

Men are likely to boast about the superiority of their mobile phones whereas women do not vie in that way. (2)

Women on their own may seek to protect themselves by displaying or toying with their mobile phones but men would resort to other measures. (2)

Women are said to love talking whereas men may seek refuge from talking in texting. (2) [4]

(c) Mobile phones have allowed their users to chat like neighbours (1) as most people did when they lived in rural villages (1). [2]

(d) 'Emerging rules' apply when a community is working towards a consensus regarding what is and what is not acceptable in the use of mobile phones. (1)

'Unwritten laws' are when the community has decided, once and for all, what it will tolerate and what it will not in the use of mobile phones (1) without actually making anything official. (1) [3]

(e) An open question. Whether or not candidates agree with what has been written, they should show that they can:

- understand the significance of whatever material from the original they have selected;
- apply the findings of the author to their own circumstances;
- make a number of valid comparisons and/or contrasts;
- avoid a 'grocer's list' or excessive preoccupation with one consideration;
- reach a consistent conclusion in an answer of about 60 words.

Award 6 when all the criteria above have been satisfied;

5 when one of the criteria above has not been satisfied;

3–4 when two of the criteria above have not been satisfied;

2 when the answer is badly flawed but contains some worthwhile material;

0–1 when there is little or no merit in the answer

[6]

Page 6	Mark Scheme	Syllabus	Paper
	GCE AS LEVEL – October/November 2008	8001	02

- (f) (i) *banal*: ordinary, everyday, superficial, trivial, boring, mundane, unimportant, insignificant
oblivious: unaware of, never to notice, unconscious
blurred: not clearly defined, indistinct, confused, unclear
overtly: in full view, without concealment, openly, publicly
potential: capable of becoming, likely, possible
spontaneous: on the spur of the moment, without forethought, natural, impulsive
antidote: remedy, cure, relief
appropriate: suitable, right, correct, acceptable, proper 6 x 1 [6]

(ii) Examples:

The subject matter of the book was so banal that I cannot remember anything about it.
You may be oblivious to the dangers of smoking but I am all too aware of its consequences.
All she could see was a blurred outline since the snowstorm had made everything indistinct.
They looted so overtly that it was clear that they did not expect the police to intervene.
His first major speech confirmed him as a potential leader who could take his party far.
There was nothing spontaneous in their calculated decision to go on strike just then.
There is no known antidote to this poison and its deadly effects cannot be combated.
Harsh words are hardly appropriate when reconciliation is in the air. 6 x 1 [6]