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0455/31

May/June 2010

1 hour 30 minutes

Candidates answer on the Question Paper.
Additional Materials: Insert.

READ THESE INSTRUCTIONS FIRST

DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

The number of marks is given in brackets [] at the end of each question or part question.

For Examiner's Use	
1	
2	
Total	

This document consists of **9** printed pages, **3** blank pages and **1** Insert.

The extracts '**Coffee is like gold for some people – but not for everybody**' and '**Starbucks to open fewer stores**' will be needed for this question.

For
Examiner's
Use

1 (a) Why is Jamaican Blue Mountain coffee called 'black gold'?

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..... [2]

(b) Why might some people involved in coffee production **not** think of coffee as similar to gold?

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..... [3]

- [5]

- [6]

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Question 1(e) is on the next page

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. [10]

[Turn over
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2 (a) Define the term social cost.

[2]

.....[4]

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Question 2(c) is on the next page

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..... [8]

[Total: 14]

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