

# **Geography Specification B**

General Certificate of Secondary Education **B561/02**

Sustainable Decision Making (SDM) (Higher Tier)

## **Mark Scheme for June 2010**

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Question	Expected Answers	Mark	Rationale
<p><b>1</b> Give <u>two</u> reasons to explain why many Multi-National Companies (MNCs) are attracted to Newly Industrialised Countries (NICs).</p>	<p>One simple reason (SR) (1)            One less simple reason (LSR) (2)            One less simple reason and one less simple reason developed in own words (5)</p> <p><b>Content Guide:</b>            Cheap loans and subsidies = 1 mark; given to new industries = 2 marks            Less trade union activity = 1 mark; as strikes are banned = 2 marks            Less Health and Safety regulations = 1 mark; are not enforced in many factories = 2 marks</p> <p>Health and Safety regulations require special machinery or trained people to monitor them so as they are not enforced businesses can save on these costs = eg of LSR in own words</p> <p>Or</p> <p>Devalue currencies ✓ makes imports cheaper (LNK) so becomes easier to sell goods (DEV)</p>		<p>SR = 1 mark            SR + SR = 2 marks            LSR = 2 marks            LSR developed in own words = 2 marks            LSR + SR = 3 marks            LSR + LSR = 4 marks            LSR + LSR, one of these developed in own words = 5 marks</p> <p>It is acceptable for candidates to lift material from the resource and gain credit. Simple reasons and less simple reasons can be lifted from either column in Resource 2.</p> <p><u>Not</u> – ‘health and safety’ unless qualified            ‘cheap land’, unless qualified            ‘cheap raw materials’            ‘trade union activity’, unless qualified            ‘education &amp; training’, unless qualified</p> <p>Accept credible ideas not on the resource</p> <p>Do not credit extreme comments such as all .... or none.....</p> <p><b>Annotations</b>            SR = ✓            LSR = LNK            Developed in own words = DEV</p>
	<b>Total</b>	<b>[5]</b>	



Question	Expected Answers	Mark	Rationale
<p><b>3</b> Suggest why a major MNC like Mars or Unilever would be popular with workers in an NIC.</p>	<p><b>Level 1 (1 - 3 marks)</b> Simple reasons given for popularity.</p> <p>Written work contains mistakes in spelling, grammar and punctuation, which sometimes hinder communication.</p> <p><b>Level 2 (4 - 5 marks)</b> Less simple reasons given for popularity and explained.</p> <p>Written work is legible and spelling, grammar and punctuation are mostly accurate. Meaning is communicated clearly.</p> <p><b>Level 3 (6 - 7 marks)</b> of the less simple reasons given for Level 2, one is well explained using their own words (L3) with clear reference made to why it is popular with workers (L3).</p> <p>Written work is legible and spelling, grammar and punctuation are accurate. Meaning is communicated very clearly.</p> <p><b>Content Guide:</b>  eg providing health care (L1)  eg providing housing (L1)  eg providing health care (L1) workers have access to doctors and drugs (L2)  eg providing housing (L1) with electricity and clean running water (L2)  eg local people would generally have had poor living conditions with little access to services. Companies build modern houses for the workers (L1) which have electricity and clean water (L2). They are large enough for the whole family and are surrounded by small plots of land. (L3) The workers are happy as they are provided with a better quality of life (L3).</p>		<p>3 x Level 1 ideas  - If only reference to benefits to MNC or NIC, not workers specifically, then maximum L1(3 marks), eg 'The MNC provides health care which reduces absenteeism'.</p> <p>Resource 4 – each relevant statement under world map to be credited as Level 1 if written in their entirety.</p> <p>Resource 5 – allow the following as Level 1 statements; reputation for caring for workers; providing them with a good quality of life; careful to avoid environmental damage.</p> <p>Credit 'housing', 'health care', 'education', 'religious', 'cultural', 'clean water' as all Level 1 statements</p> <p><b>Can access L2 without 3 x Level 1 statements</b></p> <p>2 x Level 2 ideas  - 1 L2 = 4 marks  - 2 L2 = 5 marks</p> <p><b>Need 2 Level 2 statements to access level 3</b></p> <p>2 x Level 2 ideas with 1 well explained in own words (6 marks) and with clear reference to why popular with workers (7 marks)  Do not credit extreme comments such as all .... or none.....</p>

Question	Expected Answers	Mark	Rationale
			<b>Annotations</b> Level 1 = L1 Level 2 = L2 Level 3 = L3 {L3} when the L3 statement does not contribute Level 3 with specific reference why popular with workers = L3 DEV  NB 'Workers' can be any workers in the NIC, eg factory / business / farmers
		<b>[7]</b>	

Question	Expected Answers	Mark	Rationale
<p><b>4</b> Why is the MNC Coca-Cola unpopular with some people in India?</p>	<p><b>Level 1 (1 – 3 marks)</b> Simple reasons given for unpopularity.</p> <p>Written work contains mistakes in spelling, punctuation and grammar, which sometimes hinder communication. eg High levels of pesticides in drinks (L1); Use of 4 litres of fresh water to make 1 litre of product (L1);</p> <p><b>Level 2 (4 – 5 marks)</b> Reasons for unpopularity given and explained.</p> <p>Written work is legible and spelling, punctuation and grammar are mostly accurate. Meaning is communicated clearly. eg High levels of pesticides in drinks (L1) even after they were recognised as being dangerous (L2); Use 4 litres of fresh water to make 1 litre of product (L1) so they waste 75% of the water they use (L2);</p>		<p>It is acceptable for candidates to lift from the resource and gain credit for level 1. Level 2 requires candidates to use the resource and Level 3 requires candidates to interpret the resource.</p> <p><u>Level 1:</u> 3 x L1 marks for reason for unpopularity</p> <p>Can access Level 2 without 3 x Level 1 statements</p> <p><u>Level 2:</u> 2 x L2 marks for explanation of L1 answers</p> <p><b>Need 2 Level 2 statements to access level 3</b></p>

Question	Expected Answers	Mark	Rationale												
	<p><b>Level 3 ( 6 – 7 marks)</b>            Developed reasons for unpopularity given with thorough explanation of one or both.</p> <p>Written work is clearly legible and spelling, punctuation and grammar are accurate. Meaning is communicated very clearly.            eg High levels of pesticides in drinks(L1) even after they were recognised as being dangerous(L2), so they don't care about the people of India (L3);            Use 4 litres of fresh water to make 1 litre of product (L1) so they waste 75% of the water they use(L2), and when they dispose of the waste water it contaminates the local water supply(L3)</p>		<p>Level 3:            2 X L3 marks for further exemplification of L2 answers showing own interpretation of resources and effects on people.</p> <p>It is acceptable for candidates to lift from the resource and gain credit.</p> <table data-bbox="1458 491 1839 663"> <tr> <td>L1</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>L2</td> <td>4</td> <td>5</td> <td></td> </tr> <tr> <td>L3</td> <td>6</td> <td>7</td> <td></td> </tr> </table> <p>NB Can accept valid ideas from other resources or own knowledge. Max Level 2 (5 marks).</p> <p>Do not credit extreme comments such as all .... or none.....</p> <p><b>Annotations</b>            Level 1 = L1            Level 2 = L2            Level 3 = L3 {L3} when the L3 statement does not contribute</p>	L1	1	2	3	L2	4	5		L3	6	7	
L1	1	2	3												
L2	4	5													
L3	6	7													
	<b>Total</b>	<b>[7]</b>													

Question		Expected Answers	Mark	Rationale
5	(a)	<p><b>Choose <u>one</u> of the above options, which you think is the most economically sustainable, and give <u>two</u> reasons to explain your choice.</b></p>	<p><b>Level 1 (1 - 4 marks)</b> simple reasons for supporting and/or rejecting options. There is limited grasp of issues and <b>no reference to sustainability</b>.</p> <p>Written work contains mistakes in spelling, grammar and punctuation, which sometimes hinder communication.</p> <p><b>Level 2 (5 - 8 marks)</b> reasons explained for supporting and/or rejecting options. There is a simple grasp of issues. <b>Indirect reference made to sustainability, but not necessarily with an economic focus.</b></p>	<p>1 x L1 statement (1) 2 x L1 statements (2) 3 x L1 statements (3) 4 x L1 statements (4)</p> <hr/> <p><b>Can access Level 2 without 4 x Level 1 statements</b> 1 x L2 statement (5) 2 x L2 statements (6) 3 x L2 statements (7) 4 x L2 statements (8)</p> <hr/> <p><b>Only access L3 if at least two statements at L2 from sections (a) and (b)</b> 1 x L3 statement (9) 2 x L3 statements (10) 3 x L3 statements (11) 4 x L3 statements (12)</p> <hr/> <p><b>Only access L4 if at least two statements at L3 from sections (a) or (b), and all four sections correctly answered to Level 1.</b> 1 x L4 statement (13) 1x L4 statement and Level 2 achieved in sections (c) and (d) (14) 2 x L4 statements (15) 2x L4 statements and Level 2 achieved in sections (c) and (d)</p>
	(b)	<p><b>Give a reason for rejecting <u>each</u> of the other <u>three</u> options.</b></p>	<p>Work is legible and spelling, grammar and punctuation are mostly accurate. Meaning is communicated but with limited clarity.</p> <p><b>Level 3 (9 - 12 marks)</b> suitable reasons explained for supporting and/or rejecting options that <b>refer directly or indirectly to economic sustainability with some understanding of the term shown</b>. Detail is provided in the answer to (a) and (b). There is a sound grasp of issues</p> <p>Written work is legible and spelling, grammar and punctuation are accurate. Meaning is communicated clearly. Use of appropriate geographical terminology.</p>	
	(c)	<p><b>Suggest a possible disadvantage of your chosen option.</b></p>	<p><b>Level 4 (13 - 16 marks)</b> suitable reasons explained for choosing an option and rejecting the others and very competent attempts also at (c) and (d). All parts (a) to (d) are answered in detail. There is a very sound grasp of issues and <b>clear understanding of the term economic sustainability</b>. Clear understanding shown that most of the options have advantages and disadvantages for economic sustainability but the chosen option has the most <b>long term benefits for the economy of Brazil</b>.</p> <p>Written work is legible and spelling, grammar and punctuation are very accurate and meaning very clearly communicated. Good use of geographical terminology.</p>	
	(d)	<p><b>Select <u>one</u> of your rejected options and give a possible advantage of this option.</b></p>		

Question		Expected Answers	Mark	Rationale
				<p>Material lifted from Resource = Level 1 statement only</p> <p>There are NO wrong options – any option with appropriate explanation is acceptable.</p> <p>Do not credit extreme comments such as all .... or none.....</p> <p><b>Annotations</b>                      Level 1 statement = L1                      Level 2 statement = L2                      Level 3 statement = L3                      Level 4 statement = L4                      {L1}{L2}{L3}{L4} when the statement does not contribute</p>
		<b>Total</b>	<b>[16]</b>	

Option	Advantage	Disadvantage
Option 1 Continue to support Fiat financially with taxpayers money until the present crisis is over.	<p>L1 It would make them stay L1 They may get a profit out of it L1 They employ thousands of people L1 Brazil is a large market for potential sales.</p> <p>L2 ... and not move to another NIC L2 They do not want to lose Fiat, as this would make the crises worse</p> <p>L3 They employ people directly and indirectly through the manufacture of the car. L3 ... it will be sustainable because the support of the government will allow the business to continue and the economy to grow.</p>	<p>L1 Could rise the amount of tax L1 Brazil could not afford it</p> <p>L2 because other companies like Fiat get help too</p> <p>L2 Tax payers may not like this as it supports one company and not others. L2 No one knows how long the economic crises will last, so how long will they have to supported.</p> <p>L3 Government may need to raise the tax that workers have to pay.</p> <p>L4 This may cause short term problems due to tax rises, but long term will prevent large unemployment.</p>
Option 2 Offer to buy the site and machinery	<p>L2 Profits will stay in Brazil because the companies headquarters are Brazilian.</p>	<p>L1 Brazil could not afford it L1 They would struggle to sell cars L1 They may lose money when they buy it.</p> <p>L2 They will not be able to afford the employees wages</p>
Option 3 Attract other MNCs to take the place of Fiat	<p>L1 It could help Brazil become more developed L1 It would employ more workers</p> <p>L2 It will help informal workers to maybe become formal L2 The new company may make more money to help Brazil out of the economic crises. L2 Brazilian businesses will be able to expand and will be able to increase employment.</p> <p>L3 There is very little chance that the smaller Brazilian companies will employ as many people</p>	<p>L1 Brazil could not afford it</p> <p>L2 No guarantee that new company would employ Brazilians in senior management positions L2 Financial incentives would lose money and the country wants to make money</p> <p>L3 After the tax holiday has ended the new company may decide to relocate leading to great unemployment.</p>

Option	Advantage	Disadvantage
<p>Option 4</p> <p>Sell off sections of the site</p>	<p>L1 Selling the site will make money.</p> <p>L2 New businesses will be able to expand and start paying the government more money. L2 Money will be made by selling the land and by taxes from the new businesses.</p> <p>L4 By helping the Brazilian business to expand you are creating more jobs. Fiat's manufacturing of cars was highly mechanised and so offered few job. By replacing Fiat with smaller unmechanised businesses, those who worked at Fiat can be employed and even more jobs are available</p> <p>L4 Brazil will make money from the sale of the land and new taxes. This will give Brazil a lot of money to improve facilities. Also by not working with MNC, the profits stay within the country, making it ore reliable and sustainable for the future.</p>	<p>L1 Might not be able to get as much profit. L1 No one wants to buy the land</p> <p>L2 Small companies may lead to an economic down turn</p>

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