

**Tuesday 4 June 2013 – Morning**

**GCSE ENGLISH/ENGLISH LANGUAGE**

**A680/02/QPI** Information and Ideas (Higher Tier)

**QUESTION PAPER INSERT**

**Duration:** 2 hours



**INSTRUCTIONS TO CANDIDATES**

- This Insert is for your reference only.
- Answer **all** the questions in Section **A** and **one** question in Section **B**.
- Read each question carefully. Make sure you know what you have to do before starting your answer.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- This document consists of **4** pages. Any blank pages are indicated.

**INSTRUCTION TO EXAMS OFFICER/INVIGILATOR**

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Answer **all** the questions in Section **A** and **one** question in Section **B**.

### SECTION A – Non-Fiction and Media

*You are advised to spend about one hour on section A.*

Read carefully the two passages *Is the future of fast food ...healthy?* and *I Love Junk Food – But That’s My Choice* and then answer questions 1, 2 and 3. The questions will be marked for reading.

**1** *Is the future of fast food ...healthy?*

Outline **concisely** the methods used to promote the sale of ‘Baby Carrots’.

Use your own words as far as possible.

[12]

**2** *Is the future of fast food ...healthy?*

Explore how the article portrays the ‘Baby Carrots’ campaign as a ‘triumph for marketing’.

In your answer you should comment on the effectiveness of the **presentation** of the article and the writer’s use of **information** and **language**.

*Presentation may include reference to headings and pictures and the way the article is structured.*

[14]

**3** *I Love Junk Food – But That’s My Choice*

How does the writer convey to you the importance of freedom of choice?

Refer closely to the **language** he uses and the **tone** he creates.

[14]

**SECTION B – Writing**

*You are advised to spend about 50 minutes on section B.*

**Answer EITHER question 4 OR question 5.**

**This answer will be marked for writing. Plan your answer and write it carefully. Leave enough time to check through what you have written.**

**Either**

**4** Your school or college is asking for students' ideas on how its lunches could be improved.

Write a letter to the Head Teacher or Principal expressing your views.

**[40]**

**Or**

**5** Write about a time in your life when making a good choice was important.

**[40]**

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