

GCE

Travel and Tourism

Unit **G723**: International Travel

Advanced Subsidiary GCE

Mark Scheme for June 2018

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

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 should be read in conjunction with the published question papers and the report on the examination.

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These are the annotations, (including abbreviations), including those used in scoris, which are used when marking

Annotation	Meaning of annotation
	Unclear
	Benefit of doubt
	Cross
	Ignore
	Level 1
	Level 2
	Level 3
	Not answered question
	Benefit of doubt not given
	Additional QWC credit given
	Repeat
	Tick
	Development of point
	Vague

Question			Answer	Mark	Guidance
1	a		Indicative content: <ul style="list-style-type: none"> • Atlantic Islands (1) • Norway (1) • Round the World and sectors (1) • West Coast/Mex/Hawaii (1) • Trans Panama Canal • East Coast (1) 	4	Points marking Award one mark for each of four correct identifications Credit may be given for single areas as indicated in bold

Question			Answer	Marks	Guidance																									
					Content	Levels of response																								
	b		Exemplar response: For the whole of the five year period shown in Fig. 1 Norway has attracted more UK and Ireland cruise passengers than the Baltic. Over the period 754,000 passengers went to Norway while only 306,000 went to the Baltic. Only in 2014 was there a significant difference in terms of growth. Numbers to the Baltic continued to increase whereas Norway experienced a major decline. However, both destinations experienced a decline in passenger numbers in 2015 but Norway remains clearly the more popular. (L2)	6 Levels	Indicative content: In none of the years shown was the Baltic more popular than Norway and overall figures for the 5 year period confirm Norway's superiority. We should expect to see reference to some of the following figures from Fig. 1: <table><tr><th>Year</th><th>Norway</th><th>Baltic</th></tr><tr><td></td><td></td><td></td></tr><tr><td>2011</td><td>133</td><td>53</td></tr><tr><td>2012</td><td>163</td><td>61</td></tr><tr><td>2013</td><td>218</td><td>68</td></tr><tr><td>2014</td><td>130</td><td>70</td></tr><tr><td>2015</td><td>110</td><td>54</td></tr><tr><td>TOTAL</td><td>754</td><td>306</td></tr></table>	Year	Norway	Baltic				2011	133	53	2012	163	61	2013	218	68	2014	130	70	2015	110	54	TOTAL	754	306	Compulsory annotation L1 or L2 at end of response. Level 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed comparison and explanation between cruise trends shown in Fig. 1. Candidate effectively compares and contrasts a range of trends. There is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Identification/description implied/assumed. Comparison of more than one valid trend – 4 marks. Contrast of 2 valid trends – 5 marks.
Year	Norway	Baltic																												
2011	133	53																												
2012	163	61																												
2013	218	68																												
2014	130	70																												
2015	110	54																												
TOTAL	754	306																												

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>With overall supporting conclusion – 6 marks.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some valid cruise data from Fig. 1. Information may be in the form of a list of statistics. There is little or no attempt to compare and contrast. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List of points – maximum 1 mark. Description – up to 2 marks. Identification/description with simple comparison – up to 3 marks. 0 marks No response worthy of credit.</p>

Question			Answer	Mark	Guidance
	c		<p>Exemplar responses:</p> <ul style="list-style-type: none"> The PSA/CLIA aims to ensure that member companies are aware of best practice and statutory regulations on safety, protection of the environment, health, hygiene and security (1) – Passengers know that their operator is reliable (1) and conforms to an additional regulatory standard (1) 	6	<p>Points marking: Award one mark for the identification of valid services to a maximum of two identifications and a further one/two marks for an explanatory amplification of each.</p> <p>Credit all valid reasoning and mark to the candidate's advantage following the 1+1+1 x 2 format.</p>

Question			Answer	Mark	Guidance
			<ul style="list-style-type: none"> • The PSA/CLIA currently bonds 16 members for their non-licensable (cruise only) activity under the Package Travel Regulations (1) - This means that if you have booked a cruise only or a ferry package holiday with a bonded member (1), your money is protected should the company fail for any reason (1) • The PSA/CLIA set up a scheme to settle disputes between consumers and cruise and ferry operators out of court (1) Conciliation is a free of charge service open to UK residents (1) which provides them with an independent legal opinion (1). • The PSA/CLIA's website contains links to member companies (1) and this means that potential customers can find out extra information (1) from an appropriate source (1). 		

Question			Answer	Marks	Guidance	
					Content	Levels of response
	d		<p>Exemplar response:</p> <p>Portsmouth's new terminal for cruise and ferry customers opened in April 2011 as part of a £16.5 million investment to improve passenger facilities. At peak times the hourly throughput of cars is higher than at any other UK ferry port thus giving passengers a speedy and efficient service.</p> <p>The new terminal has direct motorway access via the M275 making it easily reached by visitors and a special drop-off</p>	9 Levels	<p>Indicative content:</p> <p>Aspects of appeal will vary according to the port chosen. For example, at Portsmouth International Port facilities which help to make it passenger-friendly include:</p> <ul style="list-style-type: none"> • Accessibility by road - the best road connections of any UK Channel ferry port and gives easy road access to the Midlands, North and West via a dedicated exit from the Port onto the M275, 	<p>Comments must relate to an identifiable UK port or 5 max limit will apply.</p> <p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3: [7-9 marks]</p> <p>Candidates will show a clear understanding of the question and include detailed identification and explanation of the appeal of the chosen port. Candidate effectively</p>

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			<p>zone exists to save passengers carrying luggage great distances. Check-in desks are on the ground floor. Other facilities cater for various passenger needs such as a shop for last minute purchases, bureau de change to obtain foreign currency, food and drink available from Costa Coffee and the cafe/bar on the first floor. To help passengers pass the time there is seating on both floors of the terminal, a lift and an escalator available, plus there is even an observation balcony to view the port.</p> <p>There was an increase of 22,124 passengers coming through the port in March 2012, compared to figures from the same month in 2011. There was also a large rise in the number of vehicles with an extra 5,048 compared to the previous year. The impressive rise in figures - 19% up for passengers, 14% up for vehicles – justifies the recent port development strategy in improving facilities. (L3)</p>		<p>then the M27, M3, A34, M4 and A3 (M).</p> <ul style="list-style-type: none"> • parking • drop-off zone • concourse containing check-in desks • arrival/departure area • lifts & escalator • bar/café, with views over the concourse • shop • bureau de change • toilets • seating • observation balcony overlooking the port 	<p>assesses a range (at least TWO) of passenger-friendly facilities. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 7 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i> <i>With overall supporting conclusion - 9 marks.</i></p> <p>Level 2: [4-6 marks] Candidate identifies/describes a number of aspects of the appeal of an identifiable UK port. Candidate will show an understanding of the question and include explanations of a number of port aspects which may be assessed with some success. The assessment in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>use of specialist vocabulary.</p> <p><i>No list – must at least ‘describe’.</i> <i>Description only – 4 marks.</i> <i>Explanation/analysis – 5 marks.</i> <i>Evaluative comment (because...means that....) – 6 marks.</i></p> <p>Level 1: [1-3 marks] Candidate identifies/describes some aspects of the chosen UK port's appeal. Information may be in the form of a list of different aspects of the chosen port. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><i>List – maximum 1 mark.</i> <i>2 identifications plus one description – 2 marks.</i> <i>3 identifications and unsupported judgement – 3 marks.</i></p> <p>0 marks No response worthy of credit.</p>

Question			Answer	Mark	Guidance
2	a		<p>Indicative content:</p> <ul style="list-style-type: none"> • Seating (1) – wait more comfortably for trains (1) • Signage (1) – easier exiting (1) • Advert/Poster on display (1) – event information (1) • Sherlock Holmes (1) – visitor interest (1) 	4	<p>Points marking</p> <p>Award one mark for the identification of valid aspects shown in Fig. 2 to a maximum of two identifications and then award a further one marks for an amplification of each.</p> <p>Only four aspects indicated on Fig. 2 – these are the ONLY valid responses</p>
	b		<p>Exemplar responses:</p> <ul style="list-style-type: none"> • Into Paddington (1) – central London accessibility (1) • Service every 15 mins (1) – convenient from all LHR's terminals (1) • Journey time 15 mins (1) – quickest way to get to central London (1) • Tickets can be purchased in advance online (1) – discount (1) • Business class option (1) – relative privacy for work or quietness (1) 	6	<p>Points marking</p> <p>Award one mark for the identification of three valid reasons and a second mark for an appropriate explanatory development of each point made.</p> <p>Credit all valid reasoning in context.</p> <p>Candidates do not have to make comparative statements</p>
	c		<p>Indicative content:</p> <ul style="list-style-type: none"> • You have a valid ticket (1) • You have a confirmed reservation(1) • You have valid travel documents(1) • You have checked-in on time(1) • You are flying to an EU airport(1) • You have not volunteered to give up your reservation(1) 	6	<p>Award one mark for each of the following up to maximum of six marks:</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
	d		<p>Exemplar response:</p> <p>In LGW delayed passengers have a range of options. All lounges provide seating and room to relax in a quiet, comfortable environment. A series of display boards show flight details for information and provide updated information as it becomes available. Passengers using paying lounges have unlimited complimentary snacks and drinks and customers serve themselves, as they wish. Otherwise, there are cafes and bar facilities in the departure lounge area.</p> <p>The paying lounges are a good option for families because they include satellite television, children's games, computer points and wireless internet access so meeting the needs of different age groups. Many adults will spend extra time in the duty free area looking at goods but the majority are likely to choose to sit quietly and have something to eat or drink. (L3)</p>	9 Levels	<p>Indicative content:</p> <p>Passengers experiencing the delay will be airside in either the departure or transit areas and facilities likely to be available at major airports include:</p> <ul style="list-style-type: none"> • Departure hall seating • Lounge access • Duty free shopping • Food & beverage outlets • Toilets/washrooms • Prayer room etc 	<p>Comments must relate to an identifiable UK airport or 5 max limit will apply. Same if no reference to DELAY! Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3: [7-9 marks] Candidates will show a clear understanding of the question and include detailed identification and explanation of the appropriate facilities of the chosen airport. Candidate effectively evaluates a range of passenger facilities. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 7 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i> <i>With overall supporting conclusion - 9 marks.</i></p> <p>Level 2: [4-6 marks] Candidate identifies/describes a number of facilities used by</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>passengers experiencing a delay within an identifiable UK airport. Candidate will show an understanding of the question and include explanations of a number of airport facilities which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><i>No list – must at least ‘describe’.</i> <i>Description only – 4 marks.</i> <i>Explanation/analysis – 5 marks.</i> <i>Evaluative comment (because...means that....) – 6 marks.</i></p> <p>Level 1: [1-3 marks] Candidate identifies/describes some aspects of the chosen UK airport’s appeal to delayed passengers. Information may be in the form of a list of different aspects of the chosen airport. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>specialist vocabulary.</p> <p><i>List – maximum 1 mark.</i> <i>2 identifications plus one description – 2 marks.</i> <i>3 identifications and unsupported judgement – 3 marks.</i></p> <p>0 marks No response worthy of credit.</p>

Question			Answer	Mark	Guidance
3	a		Indicative content: <ul style="list-style-type: none"> • Birmingham visitors = 732,000 (1) • Destinations in Scotland = 2 (1) • Manchester attraction 1 = Lowry Centre (1) • Manchester attraction 2 = BBC Media Centre (1) 	4	Award one mark for the correct identification of each of the following up to a maximum of four marks.

Question			Answer	Marks	Guidance	
					Content	Levels of response
	b		<p>Exemplar response:</p> <p>'Big Wheels' have become standard city centre visitor attractions. They appeal to international visitors because their location makes them easy to access. Furthermore, they are easily seen and found and they provide an excellent sightseeing opportunity, with many photograph views of key sites being made available. An added attraction is</p>	6 Levels	<p>Indicative content:</p> <p>Features of the Fig. 4 attractions which are likely to appeal to overseas visitors include:</p> <ul style="list-style-type: none"> • Location – easy access • Views – see city centre from a different location/perspective • Cost – value for money • Commentary – foreign language option and visitor information 	<p>Compulsory annotation L1 or L2 at end of response.</p> <p>Level 2: [4-6 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible reasons for the appeal of the attraction to Manchester's international visitors.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			the visitor commentary provided inside each 'pod' and there is a foreign language option which makes for a more enjoyable visitor experience. (L2)		<ul style="list-style-type: none"> • Short time – important if limited visit 	<p>Candidate effectively discusses a range of possible reasons. There is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Identification/description implied/assumed.</p> <p>Explanation/analysis/comparison of more than one point/both sides – 4 marks.</p> <p>An evaluation/judgement without overall conclusion/prioritisation – 5 marks.</p> <p>With overall supporting conclusion – 6 marks.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some valid reason(s) for the appeal of the attraction to overseas visitors. Information may be in the form of a list of reasons. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. List – maximum 1 mark. Description – up to 2 marks. Explanation/unsupported judgements/limited discussion – up</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						to 3 marks. 0 marks No response worthy of credit.

Question			Answer	Mark	Guidance
	c		<p>Indicative content:</p> <ul style="list-style-type: none"> • Cheaper cost per head (1) – coach hire more economic than group rail or short haul flights (1) • Exclusivity/privacy (1) – coach hired for specific group use only (1) • Fully flexible itinerary (1) – can go where and when they want (1) • No luggage restrictions (1) – carry what they like (1) • Opportunity for sightseeing (1) – coach can be used for tours at destination (1) 	6	<p>Award one mark for the identification of each of three valid advantages and a second one mark for an appropriate explanatory development of each.</p> <p>All points relating to the principles of private road transport for leisure travel are likely to be valid.</p> <p>Credit all valid reasoning in context, including references to on-board facilities such as tour guide, video etc.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
	d		<p>Exemplar response:</p> <p>A high disposable income gives the UK consumer a range of options but these are not simply confined to destination choice. Most destinations such as New York or even Majorca contain a range of accommodation options and many individuals now surf the Internet to find low cost bargains which meet their individual preferences. This means that 7 days in a 5* resort in Majorca can be</p>	9 Levels	<p>Indicative content:</p> <p>Changes in disposable income levels are very significant for the travel and tourism industry. The main variable which definitely influences tourist movements positively is growth in GNP. GNP growth increases disposable income and hence the willingness and ability to consume various goods and services, including an increase in tourist demand, whether such a demand refers to the number of</p>	<p>This is the question assessing QWC</p> <p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3: [7-9 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible relationships between personal</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<p>more expensive than a 7 night trip to New York in a 3* property on a room only basis. Destination choice is only one aspect of the holiday leisure travel experience and different age groups have different needs, wants and expectations. Regardless of the overall cost, most UK consumers seek value for money and so 14 nights all-inclusive in Mexico will be viewed equally favourably as Sharm or Dominican Republic if similarly priced. It therefore seems unlikely that there is any direct relationship between a person's disposable income and their choice of holiday destination. However, their accommodation preferences will more closely fit with the amount of money which they have to spend. (L3)</p>		<p>arrivals and the number of nights spent or to amounts of tourist foreign exchange.</p> <p>In the UK average household disposable income has increased by a significant 25% between 1995-2010.</p> <p>However, there is no simple single correlation between the DESTINATION chosen and tourist wealth. For example, even DUBAI is served by low cost budget airlines and has <3* accommodation, making it AFFORDABLE to lower income market segments. Similarly, the Spanish Costas contain very expensive 5* resorts which will be beyond the price range of budget travellers.</p> <p>Thus, it is the class of travel and quality of accommodation which vary with disposable income rather than just the destination itself.</p>	<p>disposable income and destination choice for UK travellers. Candidate effectively discusses a range of possible/likely implications in terms of UK outbound international leisure travel, providing valid exemplifications. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</i></p> <p><i>Identification/description implied/assumed.</i></p> <p><i>Explanation/analysis/comparison of more than one point/both sides - 7 marks.</i></p> <p><i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i></p> <p><i>With overall supporting conclusion – 9 marks.</i></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>Level 2: [4-6 marks]</p> <p>Candidate describes a number of possible relationships and will show an understanding of the question and include explanations of UK international leisure traveller choices. For example, a number of possible links between income and destination choice may be discussed with some success. The discussion in the most part is accurate and relevant but exemplification may lack depth or be inappropriate. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><i>Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</i></p> <p><i>No list – must at least ‘describe’.</i> <i>Description only – 4 marks.</i> <i>Explanation/analysis – 5 marks.</i> <i>Evaluative comment (because...means that....) – 6</i></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>marks.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some of the types of relationship between income level and destination choice. Information may be in the form of a list. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. <i>Candidate communicates at least one point using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</i></p> <p><i>List – maximum 1 mark. 2 identifications plus one description – 2 marks. 2 identifications and unsupported judgement – 3 marks.</i></p> <p>0 marks No response worthy of credit.</p>

Question			Answer	Mark	Guidance
4	a		Indicative content: <ul style="list-style-type: none"> • Underground (Metro) (1) • Bus (1) • Taxi (1) • RER (local rail service) (1) 	4	Award one mark for the correct identification of each of the following up to a maximum of four marks. Fig. 5 only shows these four.
	b		Indicative content: These the only services shown on Fig. 5: <ul style="list-style-type: none"> • Cafés (1) – food & beverages while waiting (1) • A bureau de change (1) – local currency (1) • Newsagents (1) – something to read (1) • Gift shop (1) – souvenirs (1) • Left luggage (1) – convenience/safety (1) • Cash machines (1) – use debit card (1) • Departure lounge (1) – comfort (1) • Internet (1) – check messages/work (1) • E-ticket machines (1) – convenience (1) • Registered baggage service (1) – convenience (1) • Babychange toilets (1) – family-friendly (1) 	6	Award one mark for the identification of each of three valid services and award a second one mark for an appropriate explanatory development of each.
	c		Indicative content: <ul style="list-style-type: none"> • Connects three key business destinations (1) – London, Paris & Brussels (1) • City centre to city centre (1) – accessibility for work meetings (1) • Speed 2hr 15min (1) – time is money (1) • 30 minute check-in (1) – more convenient (1) • 20 trains per day (1) – choice of service (1) • On-board facilities (1) – easy to work (1) • Business Premier boarding guarantee (1) – find a seat regardless (1) 	6	Award one mark for the identification of each of three valid ways in which Eurostar RAIL service appeals and a second one mark for an appropriate explanatory development of each. Question is only about business use of the RAIL service . Credit all valid reasoning. Do NOT to credit terminal facilities.

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	d		<p>Exemplar response: Many people make their own arrangements because access to the Internet is commonplace. It is easier and more convenient to surf the net at home or the office and book all the required components of travel online. Many people can do this via their i-phones or tablets. Also, travel providers market themselves online and use social media channels to update potential customers with offers fitting their online profiles. Such activities have effectively by-passed traditional high street travel agencies and more technologically aware consumers have little need for their services. Such consumers receive offers, obtain value for money, can confirm reservations and pay by card all in real time. E-ticketing has reduced waiting times and the online process is safe, secure and speedy. (L3)</p>	9 Levels	<p>Indicative content: The process of tour packaging has changed dramatically in recent years as the advent of increased competition in the marketplace combined with consumer access to tourism products without the use of intermediaries, primarily through the use of technology, means that “do-it-yourself” packaging is becoming much more widespread. This allows consumers, individually or as groups, to assemble all the main components of their tour package (flights, hotel visits to attractions etc.) without the support or use of professional agencies such as tour operators and travel agents. On-line booking facilities for travel tickets, hotel rooms, event bookings allow direct consumers to make their own arrangements for virtually all aspects of a vacation. In order to do this, however, consumers require access to the Internet, the skills to use the technology, use of a credit card for payment and the time and skills to search for the wide variety of options available.</p>	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3: [7-9 marks] Candidates will show a clear understanding of the question and include detailed identification and explanation of the appeal not using agencies. Candidate effectively discusses a range of reasons. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 7 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i> <i>With overall supporting conclusion - 9 marks.</i></p> <p>Level 2: [4-6 marks] Candidate identifies/describes a number of aspects. Candidate will show an understanding of the question and include explanations of a number of reasons which may be discussed with some success.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><i>No list – must at least ‘describe’.</i> <i>Description only – 4 marks.</i> <i>Explanation/analysis – 5 marks.</i> <i>Evaluative comment (because...means that....) – 6 marks.</i></p> <p>Level 1: [1-3 marks] Candidate identifies/describes some aspects of the ‘do-it-yourself’ approach. Information may be in the form of a list of different aspects. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><i>List – maximum 1 mark.</i> <i>2 identifications plus one description – 2 marks.</i> <i>3 identifications and unsupported judgement – 3 marks.</i></p> <p>0 marks No response worthy of credit.</p>

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