



# Cambridge International AS Level

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ENGLISH GENERAL PAPER

8021/21

Paper 2 Comprehension

May/June 2019

INSERT

1 hour 45 minutes

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## INFORMATION

- This insert contains all the resources referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



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This document has 8 pages. Blank pages are indicated.

## Material for Section A

### Background

Jini works as a Digital Marketing Executive for Supernova, a small public relations (PR) and marketing agency in the town of Xeroo. She wants to widen her knowledge of digital marketing as soon as possible by doing external courses, as there is no one senior to her in her department to offer in-house training. Her long-term goal is to be sponsored through a Master's degree by Supernova. She has found three short-term possibilities:

provider a	Zandi City Council Masterclasses
title	Learn how to prepare your company for the digital age.
course content	<ul style="list-style-type: none"> <li>• analysing the key trends and changes affecting companies and their leadership</li> <li>• highlighting the importance of being customer-orientated with digital transformation by setting up efficient feedback loops and ensuring that strategies are fully carried through</li> <li>• understanding the value of digital experts' use of agile thinking in driving change and innovation in companies</li> <li>• offering guidance on digital disruption and what to do to avoid it</li> </ul>
delivery	fast and interactive covering both theory and practice, with examples, advice, group exercises and discussions
tutor	Oli Pomerini – Managing Director of a world famous and award-winning digital marketing consultancy, whose clients include multinational corporations, luxury brand conglomerates and leading charities. He has published several business-themed bestsellers and is regularly included on the list of most influential people in digital marketing.
date	Monday 1 October
location	the main meeting room, Zandi City Council
times	one day course, 09:30–16:30
cost	\$300
capacity	25 participants

provider b	Carla Patel, communication consultant
title	How to grab a journalist's attention: a guide for PR and marketing executives.
course content	<ul style="list-style-type: none"> <li>• the impact of digital technology on media and marketing, and how to use it to your clients' advantage</li> <li>• how to keep up-to-date with and take advantage of emerging platforms</li> <li>• the importance of strong storytelling on behalf of clients in order to gain press coverage</li> <li>• what journalists and editors look for in press releases, blogs, posts, etc.</li> <li>• how to build good relationships with journalists and editors</li> </ul>
delivery	informal and interactive with lots of opportunities to ask for advice and pose questions
tutor	Carla is a successful local journalist, working part-time for the Xeroo Times amongst many other publications. She is also a content strategist, advising numerous leading brands in the region on their PR and marketing strategies.
dates	Wednesday 5 and Wednesday 12 September
location	the offices of Xeroo Times newspaper
times	evening course, 18:30–21:00
cost	\$50
capacity	10 participants

provider c	University of Zandi
title	Diploma in Digital Marketing (attracting university academic credits).
course content	5 modules must be completed from the following to gain the qualification: marketing fundamentals, marketing planning, essentials in digital marketing, digital analytics, social media marketing, digital marketing planning, online customer experience, search engine marketing
delivery	online distance learning – including recorded classes, webinars, podcasts, course notes, regular progress tests and analysis of exemplar examination questions
tutors	A personal tutor will be allocated to each student with teaching delivered by lecturers and postgraduate students from the Faculty of Business Studies.
dates	5 modules over a period of up to 2 years
location	not applicable (online distance learning)
times	evening webinars, with all other materials on demand
cost	full course – \$2000, single modules – \$500 (a two-week free trial is available)
capacity	50 participants, but study is self-directed at home

**Additional information**

- 1 It is problematic for Jini to have time off work as Supernova is only a small agency.
- 2 The town of Xeroo is situated 75 km from Zandi.
- 3 Jini's parents would have preferred her to follow them into the family law firm.
- 4 Jini helps her mother to care for a disabled relative on Wednesday and Friday evenings.
- 5 Jini studied English at university so had to learn about marketing on the job.
- 6 Xeroo is in a rural area so does not enjoy good public transport links.
- 7 Carla Patel gave a careers talk to Jini's class at high school which Jini found very interesting.
- 8 Jini follows Oli Pomerini's posts as he is one of her business heroes.
- 9 Jini has handled tricky clients very well up to now, but feels that a deeper understanding of digital analytics would help her deal even more effectively with such situations.
- 10 Her preferred learning style tends to be collaborative and as a member of a small community of learners.
- 11 Jini spends her weekends riding her horse as it gets no exercise during the working week.
- 12 Jini is learning to drive.
- 13 Supernova's clients tend to be small to medium-sized local companies.
- 14 As Jini is now on a salary that means she is having to pay back her student loan, money is an issue so the course must be good value for money.

### Material for Section B

#### Two days in an underwater cave running out of oxygen, as reported by Claire Bates.

On 15 April, Xisco Gràcia slipped into the water in Mallorca for a routine dive. The geology teacher spent most weekends exploring and mapping the island's complex system of underwater caves. 'Mallorca is much more beautiful underground than above ground,' he says.

He and his dive buddy, Guillem Mascaró, wanted to explore Sa Piqueta, a cave with numerous chambers 1 km from the entrance of the labyrinth. They swam underwater for an hour to get there. While Gràcia spent time collecting rock samples, Mascaró swam off to chart a nearby chamber.

It was as they headed for home that several things went wrong at once. Gràcia met Mascaró by chance at a junction, and they stirred up silt from the ground, making it difficult to see. They then realised that their guideline – a narrow nylon wire which led back to the entrance – had either broken or slipped. 'The wire is for guiding purposes. It is left behind once you enter the cave and you can follow it out again afterwards,' Gràcia says. 'We can only guess some rocks had fallen on it. We spent a precious hour trying to find it by touch, but without success.' By this point the pair were in grave danger. They had consumed the air they had brought to get them in and out, as well as most of the emergency air.

Luckily, Gràcia remembered that other divers had talked of an air pocket in a chamber nearby. He tugged Mascaró to it, and there they talked through their options. Both knew they only had enough air for one of them to make it out. 'We decided I would stay and Guillem would go for help. He was skinnier than me and needed less air for breathing. I was also more experienced at breathing cave air, which has higher carbon dioxide levels,' Gràcia says. They planned an alternative, longer route out on a map. Mascaró would have to travel along some of it without a guideline and could potentially get lost.

Once Mascaró had left, Gràcia took off his equipment and explored the chamber. There was a gap of 12 m between the water and the ceiling. He realised the water at the surface of the lake was drinkable. He also discovered a large flat rock and pulled himself out of the water to rest. He decided he would have to manage without light. Two of his three torches no longer worked and the third was low on battery. 'I only turned it on when I went to urinate or to climb down to get fresh water,' he says. There was little he could do now but wait, in complete darkness, and hope to be rescued.

Gràcia began to think about his loved ones above ground. 'I have two children, a son of 15 and a daughter of 9. I thought about how they were too young to lose their father and what would happen to them.'

Although he managed to remain calm, he began experiencing the effects of breathing in high levels of carbon dioxide. 'I had a headache and although I was exhausted through lack of oxygen it was impossible to sleep. My brain was whirring,' he says. His mind began playing tricks on him. 'I got the feeling there were lights in the lake and I heard the sound of bubbles of a diver emerging. But when I turned my head I saw nothing. It was a hallucination.'

Gràcia lost track of time but after what felt like days he heard a loud noise above him. He realised Mascaró must have got out safely. 'I thought at first I could hear the sound

of tanks being filled with air for the rescue team. Later I realised they must be trying to drill through the rock. I was really happy as I realised they were looking for me.'

But then the noises stopped and Gràcia faced his darkest moment. 'I thought about how I could die in the way divers fear the most – without food or air. My light was almost spent and I knew I wouldn't be able to climb down to get water in the dark.'

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Shortly after this Gràcia thought he heard the sound of bubbles again. 'I looked and saw a diver's light that seemed to be getting brighter and brighter. I thought it was another hallucination but then I realised it was real and I saw a helmet emerging.' It was Bernat Clamor, an old friend.

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Gràcia learnt that Mascaró had managed to raise the alarm but that rescue efforts had been hampered by poor visibility. Rescuers had then tried to drill a hole through the rocks to supply him with food and water – which explained the noises he had heard – but this attempt had also failed. Finally, Clamor and fellow diver John Freddy had made it through, after waiting a day for the silt to settle. Gràcia's ordeal was still not over. Clamor had to leave him to contact the rescue team, but gave him some glucose pouches to boost his energy levels. 'It would take eight more hours to get me out of that cave.'

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Gràcia has not turned his back on diving, despite his narrow escape. He says he will continue mapping Mallorca's underwater heritage. 'My children don't like it much but they don't tell me not to do it.'

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