
GENERAL PAPER

8001/21

Paper 2

October/November 2014

INSERT

1 hour 30 minutes

READ THESE INSTRUCTIONS FIRST

You are required to answer **one** question.

This Insert contains three passages, one for each of Questions 1 to 3. You need to study the passage for the question you have chosen before starting your answer. The time needed to do this is allowed for within the time set for the examination.



This document consists of **7** printed pages and **1** blank page.

Passage 1 Study the material below to answer Question 1 parts (a)–(e).

A The town of Radoma (population 182 000) has been declining for years and its town centre is looking dated. The Government is to build extra housing in the town for 40 000 new residents and it has offered the town council a \$180 million grant to improve the image of its town centre. Therefore, the council has decided to build a huge new indoor retail centre called The Rado in the town centre.

The Rado will have:

136 shops

12-screen cinema

15 restaurants and fast-food outlets

Parking for 3000 cars underground

Medical centre

Drop-in crèche for under-fives and an indoor playground.

B All such retail centres need one 'flagship store' – a large, famous store to give the centre a good reputation and to attract the crowds. The town council has shortlisted four possible flagship stores:

Mola a longstanding family department store in decline on the edge of the present shopping area, but hoping to revive its fortunes in The Rado.

Primestore a well-known national food supermarket, branching out into clothes, gifts and other goods.

Ninani an upmarket, medium-to-expensive fashion store.

Futurgizmo a state-of-the-art electronics firm and retailer.

C The town council needs to consider the following information before deciding which store will be the flagship:

- 1 The unemployment rate in Radoma is 10% above the national average.
- 2 Parking at The Rado will cost \$3 an hour.
- 3 Futurgizmo promises to beat any competitor's price and will offer free delivery up to a 30 km radius.
- 4 The Rado will be built in the centre of the town on a derelict car park site.
- 5 90% of Mola's customers are local people, mainly over 50 years of age.
- 6 The average salary in Radoma is 18% below the national average.
- 7 The distance from the flagship's door to the nearest underground car park door is 160 metres.
- 8 The town council will insist that the flagship chosen must spend 3% of its annual profits on advertising itself and The Rado Centre.
- 9 Radoma has an out-of-town retail centre with 24 stores, easy access and free parking, just 4 km from the town centre.
- 10 Ninani and Futurgizmo have pledged to sell all their products 3–5% cheaper than any of their other stores nationwide.
- 11 The Rado will be 500 metres from the bus station and 600 metres from the railway station.
- 12 Each flagship has placed a minimum time on when it will review its position in The Rado – Mola 3 years, Primestore 7 years, Ninani 2 years and Futurgizmo 4 years.
- 13 The council has insisted that all employees below middle-management level must be recruited locally.
- 14 Mola has promised an across-store '20% off' promotion for its first four weeks.
- 15 Primestore has promised \$30 000 for seating and pot plants in the centre.
- 16 The number in the 16–30s age group of Radoma is 20% lower than the national average because they move north for better opportunities.
- 17 Radoma has two supermarkets and one electronics firm in the out-of-town retail centre.
- 18 Radoma's bus company has steadily reduced its services to the town centre every year by 12%.
- 19 The Rado will be located in the centre of the town's pedestrian precinct, with only one rear slip-road to the car park.
- 20 Consultants have advised that frequency of customer visits is often more important than spending power.

Passage 2 Study the material below to answer Question 2 parts (a)–(e).

The following is the record of a meeting of a village council held recently.

MINUTES OF DEREKTON VILLAGE COUNCIL MEETING

1. **Present:** T. Cobley (chairman), P. Lewer, T. Pierce, J. Brewer, Reverend Hawkins.
2. **Apologies:** H. Davy.
3. **Minutes of Last Meeting:**
read and approved (proposer P. Lewer, seconder H. Hawkins, voted 4–0).
4. **Matters Arising From The Minutes:**
 - i **Resignations** of G. Pausey, D. Wilson and P. Whitpot were accepted at the meeting over the issue of the Council being told by the traffic police that it is not allowed to paint no-parking lines outside the village shop to stop the traffic congestion. It has previously been noted that the village cannot have a by-pass either. We much regret the committee members' decision to resign but fully understand.
 - ii **Application For Change of Use:** Mr Cobley confirmed that the owner of the Red Lion pub/restaurant was retiring and wished to convert the 16th century building into a residence. The Regional Planning Dept had already agreed these plans earlier. Mr Cobley felt the closure of the pub/restaurant to be a great loss to the cultural life of the village, but he understood that it could not stay open if it was making a loss and no longer served its traditional function.
5. **Treasurer's Report:**
Mr Lewer reported that the cost of grass-cutting of verges and playing fields had doubled in a year, while the cost of electricity for street lighting had nearly tripled. Together with rising costs of repairing damage (see point 8 below) the Council would use up all its money by halfway through the year. Exciting initiatives, like CCTV cameras outside the Village Hall, would have to be shelved yet again. Being now the only place to meet it was sad that the Hall's reopening would have to wait, said Mr Lewer. Mr Pierce, however, showed more concern because he considered the increasing tension between existing residents and newcomers was working against village harmony, and he noticed that fewer happy events for getting together in the village were occurring.
6. **Village Fair:**
As promised, Mr Cobley reported that his research showed Derekton had held an annual village fair since 1568, so the present residents should be ashamed over the decision they had made for this year not to hold it, even if it does take a huge amount of organisation and coordination, causes traffic problems and encourages anti-social behaviour. If people want to move from a town and live in a village they should take interest in the ploughing competition or the dog show or rural crafts, he added. Not all agreed.
7. **Church Flower Festival:**
On a happier note Rev. Hawkins reported that plans were well advanced for this annual event in May, and his church flower arrangers were hard at work on this year's theme, 'Saints Through The Ages'. However, he was concerned that the event was, as ever, relying on the valiant few who become more elderly by the year.

8. Vandalism:

'A perennial problem getting worse', said Mrs Brewer. The latest damage to the tennis courts fence will cost \$7000 to repair. Mr Lewer recorded his annoyance, saying that this was 11% of the Council's whole budget for the year. Other ways to finance it were considered, e.g. fund-raising, but the idea of taking the parents of the perpetrators to court to pay was obviously impossible until the police found the culprits. Rev Hawkins again blamed the children of new arrivals from the cities around. Mr Cobley reported two new local laws had been passed by the Regional Council – The Dispersal Zone Act and The Urinating in Public Places Act – which might help. The Police would now be able to break up any suspicious gathering of two or more youths after 9pm and take them home.

9. May Day:

Mrs Brewer asked if the traditional dancing round the Maypole will take place this year, after last year's debacle of the 10-year old girl nearly being strangled by the ribbons becoming entwined around the Pole, and three little pigs getting loose and knocking down the tea stall. Mr Pierce thought there were some traditions the village could do without, especially as the primary school no longer taught country dancing. Mr Cobley would rue such a loss, he said. Vote to keep: 1–3, lost.

10. Membership of Council:

Mr Cobley reported that he had checked the Village Council's Rules and had also spoken with the Regional Council, and it was true the Village Council needs a minimum of seven members to function. Therefore this will be the last official meeting until this is rectified. Mrs Brewer thought it would be impossible to find any new councillors. Four years previously a similar drive had yielded only two new members. Mr Pierce added that perhaps the 5-year residency rule should be lowered. Mr Cobley said only the Regional Council could change that.

11. Any Other Business:

- i. Although not technically A.O.B. the Rev Hawkins asked if he could end the council meeting this month with a prayer for the beleaguered Village Council. He was politely refused.
- ii. Following last month's fire on elderly Mrs Bane's thatched roof, Mr Lewer asked if other cottages in the village could also have caught fire. Mr Cobley promised to investigate annual wind directions and strengths, but he could confirm that the Police said the fire was an Act of God, not arson or a problem with the electricity or gas.

There being no further business, the meeting ended at 9.48pm.

Passage 3 Study the extract below to answer Question 3 parts (a)–(e).

Imagine a life free from the daily drudgery of deleting an Inbox full of ‘unbeatable offers’ and ‘sales promotions’. Or worrying no more that a suspect email has broken through your multi-layered computer protection system. Or trying to pretend that you never received something, blaming it on the Web for ‘losing’ it, even though it is highly unlikely to have actually become ‘lost in the ether’. Can you even remember the days when you actually became quite enlivened to open your email every day and wonder what fascinating messages you had received? What once used to be fun and exciting is now a dull chore, a regular necessity – trawling through the Inbox.

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But perhaps there is hope for us all. First, the Twitterati are already logging off from emails because of their pedestrian nature, and soon companies may stop using them too. Some will even ban them totally from the office very soon. Although 1.8 billion email users regularly send over 107 trillion emails each year, is this then the impending death of our most popular form of communication? Certainly we have come a long way from smoke signals, tom tom drums, carrier pigeons, runners, the telephone, faxes and the like, but could this be a step too far?

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One CEO, Thierry Breton, claims that only 10 percent of the 200 electronic messages each of his employees receives on average every day turn out to be useful. He believes this deluge of unnecessary, wasteful electronic information will be one of the most important problems a company will have to face in the coming years. It is time to think differently, out of the box, creatively, he says.

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So, instead of email, his 75000 staff will be made to use instant messaging and chat-style collaborative-service communication, inspired by social networking sites like Facebook and Twitter. Internal email will be phased out within the next eighteen months at his company. His staff used to spend up to two hours a day sifting emails, but now this new system reduces that work time by 20% and frees them for more productive activities.

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His strategy has already been adopted by teenagers, of course, who are now shunning a middle-aged email system which was first developed as far back as 1971. As my daughter recently explained to me quite succinctly, ‘email is for losers!’ Indeed, email use is down 31% among the 12–17 year age group, with a further slump of 21% amongst the 18–24s. Mobile IM (instant messaging) services like Blackberry Messenger and Yahoo Messenger have supplanted the ponderous email for the tech-savvy next generation. Already 8 trillion text messages were sent around the world in 2011 by 1.5 billion mobile IM users. SMS offers the immediacy that an email cannot, and they are harder to ignore reading and responding to.

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However, none of these present email replacements are entirely suited to the workplace, and those teenagers fortunate enough to find jobs in the next few years will still find themselves enmeshed in email’s spam-blighted grip. Daily, more and more companies realise the possible potential of sending advertising messages to private customers’ email, and even if millions of consumers ignore and delete their offers it only needs a minute percentage to say ‘yes’ for them to make a tidy profit. And everywhere around the world there is always someone who will say ‘yes’. Every day 106 billion spam emails are sent out. The proportion of companies sending more than 50000 spam emails a month has increased from 40% to 60% in four years.

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Email too is still used for work by 85% of all employees even though, says Breton, ‘it is disruptive, wastes a great deal of time and is miserable as a collaborative tool.’ Unfortunately, email is not a beast to be easily killed; sometimes it is the most appropriate tool for communication: cheaper, quicker and more flexible than a business letter, and more of a proof than an unrecorded telephone call. But at other times people send them thoughtlessly, use them to cover their actions, to spread specious gossip or to try to elicit favours. In particular,

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emails also have a much greater propensity for future discovery of wrongdoing than instant messaging as they are held in print in the system for a very long time.

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Therefore, in the workplace what could possibly replace email as a hassle-free, more collaborative communication tool? Yammer, a micro-blogging 'Facebook for Business', which allows groups of employees to share ideas through private communication, is now used by more than 8000 firms. Breton has introduced the Atos Wiki, which allows all employees to communicate by contributing or modifying online content, and he has also brought in Office Communicator, an online chat system which allows video conferencing, file and application sharing.

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If email *is* dying therefore, it will be a lingering demise. It is still the most convenient way to send 'semi-business' or official mail. It still reaches a mass market for deal-a-day special-offers companies touting vouchers, reduced holidays and sale products. It has fuelled a boom in online shopping so incredible that High Street stores are not just looking over their shoulders but are even starting to go bankrupt, and the older generations still think it is better than the bad old days. But the electronic world will keep on developing and mutating and refining; that is a given. No one can dare to predict the future.

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