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**GENERAL PAPER**

**8001/22**

Paper 2

**October/November 2017**

MARK SCHEME

Maximum Mark: 50

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**Published**

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This document consists of **9** printed pages.

Question	Answer	Marks
1(a)	<p>matches its title sudden fancy cosseted doing better after an unfavourable event place often frequented atmosphere shamelessly traces</p> <p>lives up to its name (last minute) whim pampered back on her feet (again) haunt vibe brazenly remnants</p> <p style="text-align: right;">8 · 1</p>	<b>8</b>
1(b)	Rhetorical question (accept misspelling)/a question that doesn't need an answer (1)	<b>1</b>
1(c)	<p>not taking note of guests' wishes to be in rooms next to each other (1) not enough rooms looking straight onto the sea (1) (Reception) staff didn't give a wake-up call (as requested) (1) the air conditioning system was broken (when they arrived) (1) not trying to put things right/just relying on the fact they used to be good (1) dirty sheets (and pillow cases) on the beds (1) (hand and bath) towels that weren't clean (1) a <u>toilet</u> that was broken because it did not flush/a leaking <u>tap</u> (1) a window that would not open and/or close (1) dead insects were found (1) food that was cold/had formed a skin (1) food tasted as if made in a canteen (not a gourmet hotel kitchen) (1) staff unhelpful regarding theft/items being stolen from guests' car (1) almost all the staff were rude <u>and</u> not willing to help (1) not enough staff (so too occupied to help guests) (1) rooms not cleaned throughout <u>on a daily basis</u> (1) having to wait a while for food in the restaurant (1) not all the facilities cited on the website were actually provided (1)</p> <p style="text-align: right;">8 · 1</p>	<b>8</b>

Question	Answer	Marks
1(d)	<p>Credit the following or any other valid point made:</p> <p>it could have closed (1) because things got so bad that not enough visitors came (1)/the owners went bankrupt (1)</p> <p>the owners could have sold the hotel (1) as it could be attractive for a developer to come in and revamp as could have bought it cheaply (1)/ but thought could bring back the glory days (1)/and trade on its legendary status (1)</p> <p>most of the staff could have been sacked/made redundant (1) or be retrained if willing (1) to be replaced by more enthusiastic personnel (1)/more personnel could have been employed to improve the quality of the services offered (1) such as the cleaning of the rooms, the preparation of meals, etc. (1)</p> <p>the original owners could have decided to borrow more money to improve the hotel (1) and invest in staff training (1)</p> <p>better qualified staff could have been taken on (1) to improve the quality of the services offered</p> <p>a wider range of staff could have been employed (1) to offer more services (1) such as in the spa (1)</p> <p>the spa/swimming pool/tennis courts could have been created in this period (1)</p> <p>an in-house plumber and electrician could have been employed (1) so emergencies would be dealt with more quickly (1)</p> <p style="text-align: right;"><b>2 · 2 or 4 · 1</b></p>	<b>4</b>
1(e)	<p>the <u>Reception</u> staff were very friendly (1)</p> <p>they would bring breakfast to the room even after service was supposed to have finished (1)</p> <p>request for more pillows was fulfilled (1)</p> <p>the place was <u>very</u> clean (1)</p> <p><u>lots</u> of <u>tasty</u> food was available (1)</p> <p>the hotel looked out over the bay (1)</p> <p>plenty of swimming pools (to accommodate all the guests) (1)</p> <p>opportunity to lie on loungers (by the pool) and take in the (amazing) sunsets (1)</p> <p>excellent tennis coaching (was on hand) (1)</p> <p>the spa offered a range of quality treatments/spa service was luxurious (1)</p> <p>and the aromatherapy treatment was offered at a reasonable price (1)</p> <p>issues were speedily resolved e.g. the tap (1) and the staff apologised (1)</p> <p>the food was <u>nutritious</u>, and <u>vegetarians</u> were catered for (1)</p> <p>(stunningly located above the bay with) wonderful views from the <u>balconies</u> (1)</p> <p>guests could go on <u>tour</u>s (organised by the hotel) to a range of places (1)</p> <p>e.g. haggling for gifts in the market or dolphin watching (1)</p> <p style="text-align: right;"><b>8 · 1</b></p>	<b>8</b>

Question	Answer	Marks
1(f)	<p>Credit any three of the following or any other valid point made:</p> <p>quality entertainment such as string quartet/piano player/opera singers/theatre productions, etc. (1) to attract a discerning audience made up of guests and interested locals (1)</p> <p>cookery demonstrations from the head chef (1) to teach gourmet standard cuisine to keen cooks</p> <p>wine tasting sessions from the sommelier (1) to attract wine lovers wanting to improve knowledge (1)</p> <p>yoga sessions (1) as it has an increasing following worldwide (1)</p> <p>mini-golf course (1) to attract golf players as it is very popular worldwide (1)</p> <p>horse riding along the beach (1) as it is the dream hack for many riders (1)</p> <p>gym with instructors (1) as getting toned by lifting weights is a popular pastime (1)</p> <p>kids' club (1) so parents with young children can have a relaxing time (1)</p> <p>power shower (1) as such things are regarded as crucial in luxury hotels (1)</p> <p style="text-align: right;"><b>3 · 2</b></p> <p>Any relevant content well above 60 words should be totally disregarded. Examiners should draw a vertical red line at that point.</p>	<b>6</b>
1	<p><b>Use of English</b></p> <p>Note: Up to an additional 15 marks will be available for use of English.</p>	<b>15</b>

Question	Answer	Marks
2(a)(i)	He couldn't get hold of enough money (1) to put on his concert (1) <p style="text-align: right;">2 · 1</p> Any relevant content well above 20 words should be totally disregarded. Examiners should draw a vertical red line at that point.	<b>2</b>
2(a)(ii)	How it might be possible to bridge the gap between enthusiastic fans and cash-strapped artists (1) and how people could pay for creative ventures before they were even organised (1) <p style="text-align: right;">2 · 1</p>	<b>2</b>
2(b)	It's a website attracting many people prepared to give money (1) to projects proposed by a wide range of creative people (1) giving details about how much they need (1), thus gaining perhaps thousands of dollars (1). It is the largest and most visited website (1). <p style="text-align: right;">3 · 1</p> Any relevant content well above 30 words should be totally disregarded. Examiners should draw a vertical red line at that point.	<b>3</b>
2(c)	If the creator doesn't reach their funding target in its entirety (1) within a set time limit (the maximum is 60 days) (1), they don't receive a penny (1) and no money leaves the backers' bank accounts (1) <p style="text-align: right;">3 · 1</p>	<b>3</b>
2(d)(i)	It is an opportunity to be part of a project (1) and see it come to life (1) <p style="text-align: right;">2 · 1</p>	<b>2</b>
2(d)(ii)	Creators get a ready-made audience who are invested financially and emotionally in you from the beginning (1). They keep complete intellectual control of their work and do not have to answer to their investors (1), unlike raising money through angels and venture capitalists (1) who insist on a large equity stake (1) and a say in how the business is run (1). <p style="text-align: right;">4 · 1</p>	<b>4</b>
2(d)(iii)	They are given incentives to pledge with offers of rewards (1) ranging from an advance CD of an album (1), to film premiere tickets (1), to having a character in a video game named after them (1). <p style="text-align: right;">3 · 1</p>	<b>3</b>
2(e)	Credit any of the following or any other valid point made:  people love having an item visible to all before everyone else (1) people love showing off the latest technology (1) lots of people are 'nerds' about technology (1) and feel compelled to be the first 'up takers' of any device (1) <p style="text-align: right;">1 x 1</p>	<b>1</b>

Question	Answer	Marks
2(f)	<p>even if all the money needed is raised, the project might not get off the ground (1)</p> <p>legally, the rewards promised to an investor do not have to be handed over (1)</p> <p>not all rewards are received within the time frame promised by creators (1)</p> <p>example of a creator spending the money raised on paying off the debts she had built up before going on Kickstarter (1)/Kickstarter doesn't check whether project funds are being misappropriated (1)</p> <p>Kickstarter doesn't help investors if projects are unsuccessful (1)</p> <p>Kickstarter doesn't offer the same protection as shopping sites (1)</p> <p>Kickstarter maintain that if you invest in a new business you are taking a risk (1)</p> <p style="text-align: right;">3 · 1</p>	3
2(g)(i)	<p><b>simmered:</b> fermented/stewed/festered/churned about/bubbled, agitated, swirled away/brewed</p> <p><b>vetted:</b> checked/audited/considered/explored/inspected/investigated/scrutinised/appraised</p> <p><b>to keep (everyone) on their toes:</b> to make (everybody) cautious/wary/attentive/looking out for/heed/take care of/watch out for</p> <p><b>niche:</b> special/specialised/unusual/particular/singular/unique</p> <p><b>scathing:</b> caustic/biting/harsh/mordant/trenchant/sarcastic/withering/cutting/scornful/hurtful</p> <p><b>compelling:</b> fascinating/overwhelming/irresistible/convincing/insistent/pressing/ very attractive</p> <p style="text-align: right;">6 · 1</p>	6
2(g)(ii)	<p>The shame of not making it as a professional simmered inside him until he finally had a breakdown.</p> <p>Scientists want to publish their findings in a journal must first have their work vetted by their peers.</p> <p>Having toddler twins certainly keeps everyone on their toes as they never know what crazy thing the toddlers will do next.</p> <p>He wants to specialise in data visualisation, but jobs are scarce as this is currently a niche career path.</p> <p>The reviews were so scathing about every aspect of the play that it closed the very next day unfortunately.</p> <p>The unbelievably sad details of her impoverished childhood make for a compelling story, a real page-turner of a novel.</p> <p style="text-align: right;">6 · 1</p>	6
2	<p><b>Use of English</b></p> <p>Note: Up to an additional 15 marks will be available for use of English</p>	15

Question	Answer	Marks
3(a)	<p data-bbox="352 248 1362 315">Credit any valid material. Candidates are at liberty to interpret any of the data provided in other ways from those suggested below.</p> <p data-bbox="352 349 440 383"><b>Halrin</b></p> <p data-bbox="448 387 1342 943">has always been a high achieving student so good role model has been the recipient of an award every year brought in speakers for the Science Club and arranged competitions for the Maths Society business leaders would want to see him chosen would get the backing of Ms Keene with his A grades, which could outweigh him being timid and speaking quietly so probably not able to cope with being on live TV and likely to be embarrassed about all the publicity only being able to speak one language so problem with foreign VIPs Mr Moni probably won't vote for him despite the business need for such students as he is more into sport he is only involved in school activities, not the wider community Ms Keene who would like his profile might get over-ruled by stronger personalities on the panel</p> <p data-bbox="352 981 448 1014"><b>Ideena</b></p> <p data-bbox="448 1019 1362 1503">she is hardworking and persistent achieving a good standard in every subject despite a struggle and this is an excellent example to other students, raising standards as she supports students experiencing problems with their learning speaks a foreign language fluently so good when meeting foreign VIPs should be very good at the public events as should have good voice projection skills from doing drama and acting skills should make her perform well when on live TV being an actress would help improve the profile of local culture so Mrs Lemu would like this because of her role and vote for her gaining the backing of the entire city council who want this too already part of the community beyond school in her drama club, which could outweigh</p>	12

Question	Answer	Marks
	<p>only getting B grades so not top achieving student and Ms Keene would not be impressed by this might be relocating away from Goolong Mr Moni probably wouldn't vote for her as no business or sport connection</p> <p><b>Joop</b></p> <p>He has overcome bad things in his life so is a good role model now seeing the pluses of an education with his A* grades and starting a charity to encourage others to leave gang life behind so reaching out to young people beyond school too speaks a foreign language fluently so good when meeting foreign VIPs could use the money to help his charity reduce the local gangs so big positive for city's profile and his charity would tie in well with Goolong being Sports City of the Year Ms Keene would overlook his past as he is an A* student and Mr Moni would approve of his sporting links, which could outweigh his rocky past – missing school, being a gang member and getting into trouble with the police not always being punctual would be a worry re. live TV and attending public events probably wouldn't get Mrs Lemu's vote as no cultural connection</p> <p>Whilst deciding a mark, award</p> <p>11–12 for a relevant, perceptive and balanced assessment (e.g. 4 advantages and 1 disadvantage; 4 disadvantages and 1 advantage) that eventually endorses one candidate after having covered at least 5 factors</p> <p>8–10 when one of the criteria above has not been satisfied</p> <p>5–7 when two of the criteria above have not been satisfied</p> <p>3–4 when the answer is badly flawed but contains some worthwhile material</p> <p>1–2 when there is little merit in the answer</p> <p>0 when there is no merit in the answer</p>	
3(b)	As 3(a)	<b>12</b>
3(c)	The irrelevant pieces of information are 4, 7 and 12.	<b>3</b> <b>3 · 1</b>



Question	Answer	Marks
3(d)(i)	<p>Credit any of the following or any other valid point:</p> <p>    specially trained outreach workers could be employed by the council (1) to go into the area to talk to/support gang members re. ways of leaving (1)</p> <p>    council could set up youth clubs in the area (1) to provide a distraction/ stop boredom so they don't want to join (1)</p> <p>    former gang members could be used to give talks/make a video (1) to show the harsh realities of gang life (1)</p> <p>    schools could highlight students in danger of becoming involved (1) so early intervention could occur (1)</p> <p>    younger siblings of gang members could be targeted before getting sucked in (1) for extra multi-agency support to prevent them joining (1)</p> <p>    career support could be offered to gang members or those tempted to join as impoverished (1)/local employers could be given incentives (1) so that gang members or those about to join could have the chance of a job (1)</p> <p style="text-align: right;"><b>2 · 2 or 4 · 1</b></p> <p>Any relevant content well above 40 words should be disregarded. Examiners should draw a vertical red line at that point.</p>	<b>4</b>
3(d)(ii)	<p>Credit any of the following or any other valid point:</p> <p>    a student from a different school to the finalists (1) to give the youth perspective on the panel (1)</p> <p>    a person from one of the local industries (1) as only the bank is represented regarding business and industry (1) and they will want publicity for other career options in the area (1) and this person will be an ambassador (1)</p> <p>    a parent from a Teacher Parent Association (1) as they understand the pressures teenagers are under (1), such as balancing homework and family life/ responsibilities (1)</p> <p>Any relevant content well above 40 words should be totally disregarded. Examiners should draw a vertical red line at that point.</p> <p style="text-align: right;"><b>2 · 2 or 4 · 1</b></p>	<b>4</b>
<b>3</b>	<p><b>Use of English</b></p> <p>Note: Up to an additional 15 marks will be available for use of English.</p>	<b>15</b>