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**ECONOMICS**

**9708/04**

Paper 4 Data Response and Essay

**For Examination from 2016**

SPECIMEN PAPER

**2 hours 15 minutes**

No Additional Materials are required.

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**READ THESE INSTRUCTIONS FIRST**

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

**Section A**

Answer this question.

**Section B**

Answer any **two** questions.

You may answer with reference to your own economy or other economies that you have studied where relevant to the question.

The number of marks is given in brackets [ ] at the end of each question or part question.

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This document consists of **3** printed pages, **1** blank page and **1** insert.

## Section A

Answer this question.

1

**Collusion: Exploitation or benefit?**

In 2011, two soap and detergent firms, Unilever and Procter & Gamble, were fined a total of €315m (US\$ 220m) for fixing the price of washing powder in eight European countries. Procter & Gamble is the world's largest consumer products company. The two firms had colluded over prices for more than three years. The collusion began when they agreed to implement an industry-wide programme to improve their environmental impact by obtaining their raw materials from sustainable sources. They also agreed to reduce the amount of packaging they used but to keep the prices unchanged. Then, later, they collectively agreed to raise prices in Belgium, France, Germany, Greece, Italy, Portugal, Spain and the Netherlands. This collusion was against the European Union competition laws and was regarded as 'unfair competition'.

Some information from the 2010 financial report of Procter & Gamble (P&G) is shown in Table 1.

**Table 1: Annual Report of Procter & Gamble**

|  | 2006   | 2007   | 2008   | 2009   | 2010   |
|--|--------|--------|--------|--------|--------|
| Total Revenue US\$ million                     | 64 416 | 72 441 | 79 257 | 76 694 | 78 938 |
| Profits US\$ million                           | 8 684  | 10 340 | 12 075 | 13 436 | 12 736 |
| Distributed Profit per Share<br>US\$ per share | 1.1    | 1.28   | 1.45   | 1.64   | 1.80   |

The report states that 'No company in the world has invested more in market research than P&G. We conduct over 20,000 research studies every year. Over the past 15 years, P&G had 125 notable innovations – more than our six largest competitors combined. P&G is the brand-building leader of our industry with 50 brands that are among some of the world's best-known household names – and which together make up 90% of P&G's sales and more than 90% of profits.

P&G is creating the advantage of large scale by integrating across our different businesses and markets, allocating resources more efficiently than any small business can do on its own.'

*(Source: Adapted from P&G Annual Report 2010)*

- (a) Explain what is meant by 'collusion' and when it is most likely to occur in an industry. [4]
- (b) Analyse, using Table 1, whether price fixing benefited Procter & Gamble. [4]
- (c) Suggest why creating the advantage of large scale by 'integrating across its different businesses' might benefit a firm. [6]
- (d) Is the evidence in the article sufficient to conclude that Procter & Gamble is working against the public interest? [6]

## Section B

Answer **two** questions.

- 2 (a) Explain how a consumer should allocate expenditure in order to achieve maximum satisfaction and analyse how a rise in income might affect that allocation. [12]
- (b) Discuss how a government might achieve a more equal distribution of income. [13]
- 3 In 2011, as a result of a recession, the governments of some countries reduced the wages that they paid to public sector workers. Trade unions organised mass demonstrations in protest.
- Discuss how the economic theory of wage determination in perfect competition can be adapted to explain such a situation. [25]
- 4 The combination of rapid economic growth and inflation is no coincidence. *(Source: The Times)*
- (a) Explain why rapid growth and high inflation might often occur at the same time. [12]
- (b) Assess what policies might be used by a government to control inflation without harming economic growth. [13]
- 5 (a) Explain what changes might occur to the age distribution and occupational structure of a population as an economy changes from developing to developed. [12]
- (b) Assume that you have been given some statistics which indicate that a country has a high rate of unemployment and a dependency on international trade. Consider whether these statistics are sufficient to indicate whether that country may be classed as developing or developed. [13]
- 6 In 2011, one of the UK's largest multinational banks announced it would reduce the number of people it employed by 43 000 – the equivalent size of a small town. *(Source: Adapted from The Times)*
- (a) Analyse what might cause an increase in unemployment. [12]
- (b) Evaluate the impact of an increase in unemployment on an economy. [13]
- 7 'The market system is not able to allocate resources efficiently. Governments are always able to achieve a better resource allocation than the market.'
- To what extent do you agree with this opinion? [25]

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*Copyright Acknowledgements*

Question 1 Table 1      © *Procter & Gamble Annual Report*; 2010.  
Question 1              © adapted: Graeme Wearden; *Unilever and P&G fined for price fixing?*; Guardian News & Media Ltd; 14 April 2011.  
Question 6              © adapted: Jonathan Russell; *Lloyds review act to push job losses to 43,000*; The Daily Telegraph.

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