



F



GENERAL CERTIFICATE IN SECONDARY EDUCATION

GEOGRAPHY B

Devised by S.Rackley from various sources

Unit B561: Sustainable Decision Making

MOCK PAPER

Time: 1 hour

ACTUAL EXAM: MONDAY 14 JUNE 2010

Candidates answer on the question paper.
Additional materials: Resource Booklet

THE ISSUE

NO GO LOGO: ARE MULTINATIONAL CORPORATIONS IN NEWLY INDUSTRIALISED COUNTRIES REALLY SUSTAINABLE?

Candidate Forename

Candidate Surname

Centre Number

--	--	--	--	--

Candidate Number

--	--	--	--

INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do not write in the bar codes.
- Do not write your answer outside the box bordering each page.
- Write your answer to each question in the space provided.

INFORMATION TO CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks available for this paper is 40.
- You will be awarded marks for some of the questions for the quality of written communication of your answer.

FOR EXAMINERS USE	
A	
B	
C	
TOTAL	

NOTE – This mock paper is a ‘best guess’ attempt at the June 2010 exam. It is probable that the format or questioning in this mock paper may in no way resemble the actual exam! Its main purpose is for exam technique practise and revision.

SECTION A - THE BACKGROUND

Answer **all** questions

1) Study Resource 1 in the Resource Booklet.

a) What is meant by the word 'icon'?

_____ [1]

b) Name one MNC that is in the clothing industry.

_____ [1]

2) Study Resource 2 in the Resource Booklet.

Choose **two** of the ways in which NICs encourage industrial development. For each, explain why this will encourage a company such as an MNC to invest in that country.

Way 1: _____

How it attracts MNCs: _____

Way 2: _____

How it attracts MNCs: _____

_____ [4]

3) Study **Resource 3** in the Resource Booklet.

Choose **one** advantage and **one** disadvantage you believe to be the most important. Justify your reasons.

Advantage: _____

Reason for choice: _____

Disadvantage: _____

Reason for choice: _____

[4]

MOCK PAPER

SECTION B - THE OPTIONS

4) Use **Resource 4** in the Resource Booklet.

Give three pieces of evidence to show that Mars is an MNC, and comment on how this can benefit an economy or a place.

Evidence 1 _____

Benefit _____

Evidence 2 _____

Benefit _____

Evidence 3 _____

Benefit _____

5) Use **Resource 5 & Resource 6** in the Resource Booklet.

Unilever are said to be an example of a 'responsible' MNC, whereas Coca Cola in India have been accused of 'irresponsibility'.

a) How are **Unilever** benefiting the following stakeholders?

The local workforce and their families _____

The local government _____

b) How are **Coca Cola** having an negative impact on the following stakeholders?

Local community _____

Indian government _____

[8]

SECTION C - THE DECISION

8) Use **Resource 7** and **Resource 8** in the Resource Booklet, relevant ideas from other resources and your own knowledge for this question.

The recent economic recession has impacted on global markets, especially the car industry. After making losses, automobile MNCs such as Fiat are having to consider the future of all their car plants across the world. The decision made for each factory must be made in context of its location, profitability and future potential. Fiat's head office in Italy have asked Betim's branch managing director to consider the following **three** options:

Option 1

Do nothing. Continue business as usual with the same number of workforce and product lines, and hope that the factory can ride out the recession and global demand for cars pick up.

Option 2

Close the plant down and sell of the land and its buildings to the highest bidder. This money can be used to reinvest elsewhere in Brazil or abroad with more favourable locational factors.

Option 3

Keep production levels the same but reinvest in the upcoming market of higher fuel efficiency and alternatively fuelled cars such as 'flex-fuel' systems, in the hope that there will be a global demand for such cars.

Task

Chose one of the above options.

Chosen option _____

a. Give **two** detailed reasons to explain your choice.

Reason 1 _____

Reason 2 _____

_____ [6]

b. Explain a reason for rejecting **each** of the other **two** options.

_____ [4]

c. Explain **one** disadvantage of your chosen option.

_____ [3]

d. Give a reason why a named group of people may disagree with your choice and prefer another option.

Group _____

_____ [3]

Section C Total [16]

Paper Total [40]