

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GENERAL CERTIFICATE OF SECONDARY EDUCATION**

2401/02

GEOGRAPHY C (1988)

Decision Making Exercise (DME) (Higher Tier)

THURSDAY 17 JUNE 2010: Afternoon

DURATION: 1 hour 45 minutes

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the Answer Booklet

OCR SUPPLIED MATERIALS:

8 page Answer Booklet

OTHER MATERIALS REQUIRED:

**Resource Booklet (2401/01/02/RB)
(previously supplied)**

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name clearly in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.**
- **Use black ink. Pencil may be used for graphs and diagrams only.**
- **Read each question carefully and make sure that you know what you have to do before starting your answer.**
- **Answer ALL the questions.**

INFORMATION FOR CANDIDATES

- **The number of marks is given in brackets [] at the end of each question or part question.**
- **There are marks for the quality of written communication where an answer requires extended writing.**
- **Resources 1–8 are contained in the Resource Booklet.**
- **The total number of marks for this paper is 60.**

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SECTION 1: THE BACKGROUND

QUESTION 1

USE RESOURCE 1.

Give TWO reasons why local shops in Cambridge appear to be struggling to survive in the modern world. [6]

QUESTION 2

USE RESOURCE 2.

Describe and explain TWO ways in which shopping habits today are different from the 1960s. [6]

QUESTION 3

USE RESOURCE 3 AND YOUR OWN KNOWLEDGE.

‘Friends of the Earth’ say; ‘keep it local and save our small shops.’ Why might such an environmental group believe this to be a sustainable policy? [8]

Section One: 20 marks

SECTION 2: THE OPTIONS

QUESTION 4

USE RESOURCE 4 AND YOUR OWN KNOWLEDGE.

Describe and explain ONE advantage and ONE disadvantage of Community Shops. [6]

QUESTION 5

USE RESOURCE 5.

Give TWO reasons to explain why more people are shopping at discount supermarkets. [6]

QUESTION 6

USE RESOURCE 6 AND YOUR OWN KNOWLEDGE.

Why is it considered more sustainable to build a new supermarket in a town centre rather than in an out-of-town location? [8]

Section Two: 20 marks

SECTION 3: THE DECISION

QUESTION 7

USE RESOURCES 7 AND 8 PLUS ANY OF THE OTHER RESOURCES IN THE RESOURCE BOOKLET AND YOUR OWN KNOWLEDGE.

The small town of Sheringham in North Norfolk does not have a large supermarket at present. However, there have been recent moves to change this. Consider the following **FOUR** options:

OPTION 1

Build a large supermarket and car park on a brownfield site on the edge of the town centre at Cromer Road (**PHOTOGRAPH 5** on the loose sheet with the Resource Booklet).

OPTION 2

Build a smaller discount supermarket in the town centre on the Station Road car park which is also used for a weekly market (**PHOTOGRAPH 4** on the loose sheet with the Resource Booklet).

OPTION 3

Build a large out-of-town superstore on a greenfield site just off of the A148, more than one mile from the town centre.

OPTION 4

Build nothing, thus leaving Sheringham as one of the last towns in the UK without a large supermarket and relying on local shops.

TASKS

- (a) Choose ONE of the above options for Sheringham and give TWO reasons to explain your choice.**
- (b) Give a reason for rejecting EACH of the other THREE options.**
- (c) Your choice may not be perfect in all ways. Give ONE disadvantage of your chosen option.**
- (d) Not all the people in Sheringham may agree with your choice. Select TWO groups of people and suggest a reason why each of them may prefer one of the other options. [20]**

Section Three: 20 marks

TOTAL MARKS FOR PAPER: 60

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