

GENERAL CERTIFICATE OF SECONDARY EDUCATION
GEOGRAPHY C (1988)

2401/02

Decision Making Exercise (DME) (Higher Tier)

Candidates answer on the Answer Booklet

OCR Supplied Materials:

- 8 page Answer Booklet

Other Materials Required:

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

Thursday 17 June 2010
Afternoon

Duration: 1 hour 45 minutes



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.
- Do **not** write in the bar codes.

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**.
- This document consists of **4** pages. Any blank pages are indicated.

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 page 11 of 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 page 11 of 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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