
GENERAL PAPER

8001/23

Paper 2

October/November 2018

MARK SCHEME

Maximum Mark: 50

Published

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

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This document consists of **13** printed pages.

Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptors for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

Question	Answer	Marks
1(a)	<p><u>Addicted to</u> (the Mail Online's infamous) celebrity <u>tittle-tattle</u> (1) Not spending enough time in Hemingway's company/reading (quality literature) (1)</p> <p style="text-align: right;">2 × 1</p>	2
1(b)(i)	<p>counts the number of words a person reads (1) the regularity of their reading (1) and the speed (1) and knows if they are reading superficially (1) or in-depth (1) Can summarise texts in real time (1) as can note which sections they spend more time on (1)</p> <p style="text-align: right;">4 × 1</p>	4
1(b)(ii)	<p>Checks a person's eyes (1) to see in which direction they are looking (1) (Infrared) cameras focus on the cornea (1) to monitor how the eyeball moves around (1) They are either a component of a headset (1) or attached to a computer or tablet (1)</p> <p style="text-align: right;">4 × 1</p>	4
1(c)	<p>Allows in-game characters to react to the player's gaze, adding a spooky level of realism (1) Low price puts eye-tracking systems (within everyone's reach) (1)</p> <p style="text-align: right;">2 × 1</p>	2
1(d)	<p>People had to read various kinds of texts (1) which could then be worked out what they were (1) by how people's eyes travelled around their distinctive layouts (1)</p> <p>People could get feedback (1) on how long they dedicated to reading lowbrow material instead of doing revision (1)</p> <p>Publishing houses would know if they needed to change text layouts (1) by understanding how people move around them (1)</p> <p>If the type of document is recognised, such as a novel (1) enhanced features come into play (1)</p> <p>Texts could be changed to suit the reader (1)</p> <p>The software would realise if a reader did not understand a certain word (1) and alter the text straightaway (1) providing the meaning in the following sentence (1)</p> <p style="text-align: right;">8 × 1</p> <p>Any relevant content well above 80 words should be totally disregarded. Examiners should draw a vertical red line at that point.</p>	8

Question	Answer	Marks
1(e)	<p>Would give him a new understanding of reading (1) and aid improvement (1)</p> <p>The eye-tracker process allows somebody to manipulate files on the computer (1)</p> <p>In a short space of time someone gets a summary of what interests them (1)</p> <p>Could work out themes that somebody would be interested in (1) remove content they would regard as superfluous (1) and note what they would regard as of some import to bring up again in the future (1)</p> <p style="text-align: right;">3 × 1</p>	3
1(f)(i)	<p>to go mainstream: to become regarded/be accepted as normal/conventional</p> <p>need revamping: require/necessitate modifying, overhauling, sprucing up, refashioning/improving/updating</p> <p>has spawned: has generated, produced, brought into being/existence, engendered/has created</p> <p>commercialising: putting on a business footing, bringing to the market, making (it) a viable product</p> <p>abuzz: excited, enthralled, exhilarated, enthused, enlivened</p> <p>impact: influence, <u>marked</u> effect, importance</p> <p style="text-align: right;">6 × 1</p>	6

Question	Answer	Marks
1(f)(ii)	<p>to go mainstream: Apparently, this previously little-known soft-rock band is about to go mainstream as they are going to appear on television tomorrow for the first time.</p> <p>need revamping: These terms and conditions really need revamping: they are so out of date that they do not acknowledge any changes in employment law over the last five years.</p> <p>has spawned: The increased interest in New Age philosophies has spawned many new publishing houses, devoted solely to printing a never-ending flow of books promising to change people's lives forever.</p> <p>commercialising: This idea of yours is truly amazing, but commercialising intellectual property for personal gain is notoriously difficult to do as there are so many problems to overcome on the way.</p> <p>abuzz: The reporters were abuzz after the president announced unexpectedly during a press conference that he was tendering his resignation with immediate effect.</p> <p>impact: The impact on him of your thoughtless word has been so devastating that he has decided to leave the course early.</p> <p style="text-align: right;">6 × 1</p>	6
1	Use of English	15

Question	Answer	Marks
2(a)	<p>to stand out from the crowd: to be different from/to become obvious or noticeable</p> <p>a piece of the action: getting a share in the benefits accruing from an activity/getting involved in a successful activity started by someone else</p> <p>without equal: the best/unparalleled/unmatched</p> <p>the last word in: the newest or best type of something/the best person/the best example</p> <p>all walks of life: from every social, economic and ethnic group/from every kind of background</p> <p style="text-align: right;">5 × 1</p>	5

Question	Answer	Marks
2(b)	<p>Credit the following or any other valid point made.</p> <ul style="list-style-type: none"> • List of three (1) is persuasive because it emphasises the points made to the reader/the repetition embeds the points being made in the reader's mind (1) • Imperatives (1) because the use of them forces the reader to take action (1) • The personal pronoun 'you' (1) because it draws the reader in by addressing them directly (1) • The personal pronoun 'we'/The use of 'together' (1) because the reader feels as if they are being personally drawn in to join something special/ that it is assumed that they will apply, be accepted and become part of the team (1) • Rhetorical questions (1) because it makes the reader think about a possible answer, involving them in the text (1) • Type of vocabulary used is emotive (1) e.g. boring/ challenge/ great adventure/ fight our way through/ mighty, etc. (1) <p style="text-align: right;">3 × 2</p> <p>Any relevant content well above 60 words should be totally disregarded. Examiners should draw a vertical red line at that point.</p>	6
2(c)(i)	<p>Credit the following or any other valid point made.</p> <p>Inge</p> <ul style="list-style-type: none"> • 23 is a good age as, though still young, she has had some experiences already • speaks at least two languages so would be helpful re: an international crew/re: travelling between international ports • at the moment is living in the back of beyond so is used to being in isolated places • very fit already as spends her days riding • it is not so important that she has never sailed before as she is clearly made of stern stuff • works in harsh conditions already so well used to inhospitable climates • already living abroad so used to being away from home • works very long hours already so used to the workload this challenge would involve • looking after the animals means she probably has some medical knowledge already • she cooks for lots of people already so already has a skill much needed on board • she is already part of a team so should fit in well with a crew • she has been adventurous all her life so this would not be a novelty to her • she has saved lots of money so it would not be an issue getting to an interview/ not earning for a year <p style="text-align: right;">2 × 2</p>	4

Question	Answer	Marks
2(c)(ii)	<p>Credit the following or any other valid point made.</p> <p>Maxi</p> <ul style="list-style-type: none"> • aged 36 means she has a good balance re. age and experience already gained • clearly a determined person to climb the corporate ladder so fast • not fazed by an on-line application form as used to working on-line/ because of her qualifications • got some idea about what she is letting herself in for as sailed previously • flexible time commitments allowed so could just take a few weeks out from work if worried about leaving a top position for a whole year • likely to come over well in an interview because of her experience and status • her education means she would probably be good at the PR elements – the blog and promotional events • her IT skills from working with an on-line company would be in demand on board • as an MD she would be used to pulling in long hours at work so no shock to the system there • doing hikes means that her navigational skills are likely to be proficient • already working to improve her fitness levels as she has started to jog • money is probably not an issue as she is in a high-status job so could probably afford time out <p style="text-align: right;">2 × 2</p>	4
2(c)(iii)	<p>Credit the following or any other valid point made.</p> <p>Junid</p> <ul style="list-style-type: none"> • very youthful so perhaps not too set in his ways yet and ready to be moulded (by new experiences) • where he lives now means that he is used to being in isolated places • as he hasn't got a job, no problem to take a year out so would have flexibility in the eyes of the organisers • there are bursaries to be had so that could help him cover costs as money might be short • part-trained as an engineer – could fulfil several roles on board/ add to flexibility of crew • well regarded at work so likely to be so on board too • did fit in at work so must have overcome shyness there • there are opportunities to go away for just a short time which might be a good start for him, rather than a whole year • very fit already as he runs and cycles • understands the importance of a positive mental attitude, showing he has some of the 'right stuff' already • obviously a good team player already as he is part of a quiz team • clearly a good tactical thinker as he plays chess <p style="text-align: right;">2 × 2</p>	4

Question	Answer	Marks
2(d)(i)	<p>Credit the following or any other valid point made.</p> <p>Inge</p> <ul style="list-style-type: none"> • suffers from claustrophobia so might find the yacht too cramped for her physically/too cramped for her re. being so close to so many other people • might struggle with the blog as she doesn't enjoy being seated and having to write • doesn't really know if she has any sea legs as never ventured far from shore before • probably won't enjoy the compulsory PR events she will have to be part of as likely to be stuck indoors • as hates to write, might not fill in the on-line form very well, giving the organisers a poor impression of her <p style="text-align: right;">2 × 2</p>	4
2(d)(ii)	<p>Credit the following or any other valid point made.</p> <p>Maxi</p> <ul style="list-style-type: none"> • might be too set in her ways after 15 years in an office environment • might be hard to (give up status and) be bossed about by a skipper as she is used to giving the orders • being stuck behind a desk for so long might mean that it will take more than a few weeks to reach an acceptable level of fitness • might not like being corrected if she does something wrong as she doesn't like to be criticised • not necessarily a team player as she doesn't like others to disagree with her • not obviously trained for any of the other roles required to be a flexible member of the crew • has suffered seasickness in the past when just holidaying <p style="text-align: right;">2 × 2</p>	4
2(d)(iii)	<p>Credit the following or any other valid point made.</p> <p>Junid</p> <ul style="list-style-type: none"> • might be too youthful and with too limited an experience for such a dangerous undertaking • no experience of blogging and no sign of inclination that way in his profile • timid so might be daunted by the rest of the crew/ daunted by the promotional events required of him to participate in/ might not come over very well in an interview situation • might miss his family too much to be away for any length of time • up until now has shown no interest or inclination to either travel or sail <p style="text-align: right;">2 × 2</p>	4
2	Use of English	15

Question	Answer	Marks
3(a)	<p data-bbox="316 248 965 282">Credit the following or any other valid point made.</p> <p data-bbox="316 315 850 349">University lecturer in ‘Law and Ethics’</p> <ul data-bbox="316 353 1318 1326" style="list-style-type: none"> • has the right kind of degree so would simplify matters for her’ • already has an idea about this field of endeavour as has worked in the legal field for many years • and needs to change direction quickly for health reasons • must have a good degree already to be working in a top law firm • likes to study so would happily work towards a master’s, PhD or being published • and the year out would allow her to do this stress-free • she took work in a school so has taught in the past • plus she has a history of mentoring students and co-workers • there is some flexibility around working hours or she could work part-time – better work-life balance then • and helpful re: ill mother and her own health issues • best salary mentioned of all three options • her court appearances will mean that she is confident in front of large groups of people, which could outweigh • that she has not got a master’s, PhD or had work published as yet so might not be a strong candidate if she applied • long hours might be problematic because of her physical and mental state currently • and the need to be with her mother more • might not be allowed to do her year out immediately so might have to study for Master’s initially on top of the day job • not clear if she would be part of a team – the kind of work she likes • though top end of the salary range would be fine to pay for the mortgage and car, the lower end might be a problem long-term • and a shock compared to her previous financial status, though she does have savings on the plus side 	12

Question	Answer	Marks
	<p>Fundraiser for a leading international charity</p> <ul style="list-style-type: none"> • most of the skills listed she has exhibited in both her professional and private life so a strong candidate if she applied • e.g. the business element of her previous career would be relevant to this field, so less of a dive into the unknown than might appear at first • element of social policy in her degree shows an early commitment to making a difference in society • already had dealings with charities • and shown commitment as willing to do anything for those less fortunate by helping out at a homeless shelter as a student • there is the possibility to acquire new qualifications in a new field which she would probably relish • would probably like working in the office as she would be a member of the team • and have opportunities to lead as well – something she probably experiences in current role • home work would be helpful as she could keep an eye on ill mother • her boyfriend might help her with the financial element of the job, which is only a small part anyway, which could outweigh • her dislike of accountancy because she finds it tedious • the mortgage and car probably not covered by lowest salary range so would struggle financially, though she has savings • her mother might regard this job as a step down from her current prestigious, professional role, though at least it is still salaried • and she is clearly close to her mother and might want her keep her approval • evening and weekend work being common occurrences could hinder her looking after her mother, though there is a limit on how much • national and international travel would prevent her looking after her mother 	

Question	Answer	Marks
	<p>Seaside restaurant owner</p> <ul style="list-style-type: none"> • has always loved being by the sea so not just contemplating this on a whim, • and the ideal location for her to de-stress from corporate life • always adored baking, even winning prizes, so not totally inexperienced in the field • restaurant is already successful so less of a financial risk than might appear for her, • as well as being well placed – near suppliers so fresh supplies easily available, • and probably first pick of the choicest foodstuffs, • whilst the tourists who visit the whole year with plenty of money to spend • pass the front door in great numbers. • good on-line presence re: reviews which could attract even more customers • and allow her to up the prices and make bigger profit margins • especially as she has no direct competitors • the restaurant team would already be in place and knowledgeable if they stayed on, saving a hiring headache • she could use her mix of her skills as a team player and a leader (court cases) in this scenario • could probably afford to buy it as she has had a huge salary and bonuses, and saved • but, if she needed more money to acquire the business, she knows that her boyfriend might lend her some as he supports her change in direction • and would probably help her with the accounts that will inevitably be an important element, which could outweigh • the fact that she hates having to do them already when they are not so onerous • the percentage of turnover that is profit has not been revealed to her in these figures – a worry, perhaps • mother might not like her no longer being in a professional, safe job like the law as this job as no absolute guarantees of an income • and she probably seeks her mother’s approval as they are close 	

Question	Answer	Marks
	<ul style="list-style-type: none"> • chef is unreliable so might leave her in the lurch at any moment • as, although she has some culinary skills, this is a niche area • and might be hard to find a replacement at short notice • will have to invest in revamping the interior as diners with money will expect a high standard in surroundings • there are only a few covers which will limit potential profits, • though she could do a deal on next door and extend if she had the money to • fisherman cannot always guarantee fish being landed which could affect her menu, • or, even worse, mean that she cannot open the restaurant, affecting takings, • though she could broaden the menu to cover such eventualities • she has a mortgage and car to pay for so an unstable income could exacerbate her ill health • and a new business requires long hours of work that could also adversely affect her health • and the time spent looking after her ill mother <p>Whilst deciding a mark, award</p> <p>11–12 for a relevant, perceptive and balanced assessment (e.g. 4 advs and 1 disadv; 4 disadv and 1 adv) 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)	12
3(c)	<p>The irrelevant piece of information is 7.</p> <p>Point 7 (1) as Timo’s experience of work means he will probably not know about the various stresses of each option (1) so he is unlikely to be able to give her in-depth advice on her three options (1).</p> <p>Award marks as follows:</p> <p>3 sound choice; sound justification</p> <p>2 sound choice; reasonable justification</p> <p>1 sound choice; no/weak justification; suspect choice some justification</p> <p>0 suspect choice; no/weak justification</p>	3

Question	Answer	Marks
3(d)(i)	<p>Credit the following or any other valid point made.</p> <p>Yes There are jobs that carry such a heavy responsibility (1), demand so much time commitment from an individual (1) that family life and friendships suffer (1) and such a high degree of specialist knowledge (1) that requires continual updating (1) and that create jobs and wealth for others (1) that they deserve rewarding.</p> <p>No There are no jobs that are so much harder (1) in terms of responsibility or commitment (1) that require an employee to be rewarded so out of proportion (1) to those around them working hard, such as nurses (1), and such inequalities can divide society (1).</p> <p style="text-align: right;">4 × 1 or 2 × 2</p> <p>Any relevant content well above 40 words should be totally disregarded. Examiners should draw a vertical red line at that point.</p>	4
3(d)(ii)	<p>Organisations could do the following:</p> <ul style="list-style-type: none"> • offer perks such as private health care, spa days, extra holiday allowance (1) to keep employees healthy, physically and mentally, and at work (1) • offer more regular dialogue between employee and boss (1) so the employee feels properly listened to (1) • offer the possibility to take a sabbatical (1) to travel the world/ to see more of their children growing up, etc. (1) • offer to renegotiate their contract to suit their needs more closely (1), such as taking a demotion/working part-time/working remotely, etc. (1) <p style="text-align: right;">4 × 1 or 2 × 2</p> <p>Any relevant content well above 40 words should be totally disregarded. Examiners should draw a vertical red line at that point.</p>	4
3	Use of English	15