

Tuesday 4 June 2013 – Morning

GCSE ENGLISH/ENGLISH LANGUAGE

A680/02/QPI

Information and Ideas (Higher Tier)

QUESTION PAPER INSERT

Duration: 2 hours

MODIFIED LANGUAGE



INSTRUCTIONS TO CANDIDATES

- This Insert is for your reference only.
- Answer **all** the questions in Section **A** and **one** question in Section **B**.
- Read each question carefully. Make sure you know what you have to do before starting your answer.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- This document consists of **4** pages. Any blank pages are indicated.

INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

- Do not send this Question Paper Insert for marking; it should be retained in the centre or recycled. Please contact OCR Copyright should you wish to re-use this document.

Answer **all** the questions in Section **A** and **one** question in Section **B**.

SECTION A – Non-Fiction and Media

You are advised to spend about one hour on section A.

Read carefully the two passages *Is the future of fast food ...healthy?* and *I Love Junk Food – But That's My Choice* and then answer questions 1, 2 and 3. The questions will be marked for reading.

1 *Is the future of fast food ...healthy?*

Describe concisely the methods used to persuade people to buy 'Baby Carrots'.

Use your own words as far as possible.

[12]

2 *Is the future of fast food ...healthy?*

Explore the ways that this article shows the 'Baby Carrots' campaign as a 'triumph for marketing'.

In your answer you should comment on the effectiveness of the **presentation** of the article and the writer's use of **information** and **language**.

Presentation may include reference to headings and pictures and the way the article is structured.

[14]

3 *I Love Junk Food – But That's My Choice*

In what ways does the writer show you that freedom of choice is important?

Refer closely to the **language** he uses and the **tone** he creates.

[14]

SECTION B – Writing

You are advised to spend about 50 minutes on section B.

Answer EITHER question 4 OR question 5.

This answer will be marked for writing. Plan your answer and write it carefully. Leave enough time to check through what you have written.

Either

- 4** Your school or college is asking for students' ideas on how its lunches could be improved.

Write a letter to the Head Teacher or Principal expressing your views.

[40]

Or

- 5** Write about a time in your life when making a good choice was important.

[40]

**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.