

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GCSE**

A680/02/QPI

**ENGLISH/ENGLISH LANGUAGE
Information and Ideas (Higher Tier)
QUESTION PAPER INSERT**

TUESDAY 4 JUNE 2013: Morning

**DURATION: 2 hours
plus your additional time allowance**

MODIFIED ENLARGED

READ INSTRUCTIONS OVERLEAF

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**.
- Any blank pages are indicated.

INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

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**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?’

**OUTLINE CONCISELY the methods used to promote
the sale of ‘Baby Carrots’.**

USE YOUR OWN WORDS AS FAR AS POSSIBLE. [12]

2 ‘Is the future of fast food ...healthy?’

**Explore how the article portrays 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'

How does the writer convey to you the importance of freedom of choice?

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]**

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