

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**GCSE**

**B032/01**

**HUMANITIES**

**Application of Knowledge**

**FRIDAY 13 JUNE 2014: Afternoon**

**DURATION: 1 hour 15 minutes**  
**plus your additional time allowance**

**MODIFIED ENLARGED**

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**

**None**

**OTHER MATERIALS REQUIRED:**

**None**

**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

**Write your name, centre number and candidate number in the boxes on the first page. Please write clearly and in capital letters.**

**Use black ink.**

**Answer ALL the questions.**

**Read each question carefully. Make sure you know what you have to do before starting your answer.**

**Write your answer to each question in the space provided. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.**

## **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 50.**

**You will be awarded marks in questions 5, 11 and 12 for the quality of written communication of your answer.**

**Any blank pages are indicated.**

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## **SECTION A – Analyse and Interpret Different Types of Evidence**

**Answer ALL the questions in this section.**

### **Document A**

#### **The advantages and disadvantages of E-commerce**

<b>Advantages of E-commerce</b>	<b>Disadvantages of E-commerce</b>
<b>Puts small businesses on equal terms with large businesses.</b>	<b>Security – customers must feel confident about the payment process.</b>
<b>Low overheads – shop, gas, electric and insurance all replaced by a well-designed website.</b>	<b>Data protection – the risks of viruses and hackers.</b>
<b>More profit – online transactions cost 80% less to process.</b>	<b>Loyal customers – e-business needs repeat business to survive.</b>
<b>Convenience – can shop 24/7, no traffic jams, no crowds, no heavy shopping bags.</b>	<b>Some people will not buy online – customers want to touch some products eg furniture.</b>
<b>Quicker and better customer service – customers have access to account online.</b>	<b>Small businesses can find it difficult to compete with internet giants eg eBay or Amazon.</b>

Adapted from <http://www.manjeetss.com/articles/advantagesdisadvantagesecommerce.html>

## **Document B**

### **The hidden cost of online shopping**

**If you buy a new CD or DVD, printer ink, camera memory cards or vitamins online they will probably be dispatched from the Channel Islands.**

**A growing number of top retailers, including Tesco, Asda, Amazon, HMV, Play.com, and now Sainsbury's, use Guernsey or Jersey warehouses. This lets the retailers take advantage of a tax arrangement for goods under the value of £18 to be shipped to UK customers (Value Added Tax) VAT-free from countries outside the EU. This arrangement is not well known but it is perfectly legal.**

**Consumers are delighted, but critics argue that this has put hundreds of small independent record shops out of business. Every major music retailer now sells CDs and DVDs online using offshore centres because this way they are VAT-free.**

**“Do they really deserve a 20% advantage over high street retailers?” asks the author of Last Shop Standing: Whatever Happened to Record Shops?**

**“I have seen the misery this has created. Family businesses, many of which have been trading for years, are closing down, people are losing their homes, people are suffering nervous breakdowns, and in one case a customer of mine took his life, so depressed was he about losing his businesses.”**

**Adapted from <http://www.guardian.co.uk/business/2010/dec/09/online-shopping-vat-channel-islands>**

## **Document C**

**It's back to the shops!**

**Doing your weekly food shop online is meant to take the stress out of shopping but for many customers it's having the opposite effect. Researchers from Kingston University said many who have tried online stores to buy groceries are going back to supermarkets.**

**'When someone starts buying books or music online they don't normally stop and go back to bookshops or CD sellers,' they said. 'But that's exactly what is happening with many online grocery shoppers.'**

**Online grocery purchases make up about 3.2 per cent of total grocery sales in the UK. That is small when compared with nearly 10 per cent of all retail sales which are now made online.**

**The team conducted focus group surveys and interviewed 1100 consumers.**

**Many respondents said online grocery providers could not be trusted to be reliable. Products ordered were regularly missing from their delivery and replacement items were often considered unsuitable.**

**They also complained about deliveries being late, poor picking and packing of goods and fresh foods being too near their sell-by dates.**

**Adapted from <http://www.dailymail.co.uk/news/article-2006005/Grocery-shopping-online-were-fed-shops.html>**

**Study Documents A, B and C and answer the questions that follow.**

**1 State the percentage of grocery sales made online.**

\_\_\_\_\_ **[1]**

**2 State the percentage of all retail sales made online.**

\_\_\_\_\_ **[1]**

**3 Use Document C to explain why people have a different attitude towards buying groceries online as opposed to other goods such as music or books.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ **[3]**

- 4 The author of Last Shop Standing is critical of the effect of online shopping in Document B.**

**How could the information in Document A be used to support the view that the growth of online shopping has disadvantages, as well as advantages for small businesses?**

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**[5]**



- 5 'In the future online shopping will take a much bigger share of consumer spending because it is what consumers want.'**

**Using ALL the documents to support your answer, explain how far you agree or disagree with this statement. Use your knowledge of research methods in your answer.**

[illegible]

**SECTION B – Using Different Types and Forms of Evidence**

**Answer ALL the questions in this section.**

- 6 (a) Describe the strengths and weaknesses of using media information – news reports, magazine articles and advertisements – for data collection as a basis for social research.**

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**[5]**

**(b) Describe the strengths and weaknesses of using structured interviews as a method for data collection as a basis for social research.**

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**[5]**

## **SECTION C – Assess the Reliability and Utility of Evidence and Reach Reasoned Conclusions**

**Answer ALL the questions in this section.**

### **Document D**

**National Trust comes out against ‘public menace’ of wind farms**

**The National Trust (NT) is now “deeply sceptical” of wind power. Its chairman said this as he launched an outspoken attack on the “public menace” of turbines destroying the countryside.**

**For years the NT has been a supporter of renewable energy, including wind, to reduce carbon emissions and help fight global warming.**

**But in an interview with The Daily Telegraph, the chairman warned that wind was the “least efficient” form of green power, and risked spoiling the British landscape.**

**He said “not a week goes by” without the NT having to fight plans for wind farms that threaten the more than 700 miles of coastline, 28 500 acres of countryside and more than 500 properties owned by the Trust.**

**“Broadly speaking the National Trust is deeply sceptical of this form of renewable energy,” he said.**

**Adapted from <http://www.telegraph.co.uk/earth/energy/windpower/9077468/National-Trust-comes-out-against-public-menace-of-wind-farms.html>**

## **Document E**

### **Advertisement for commercial wind generation**

**Wind power has been used for many centuries in the UK. With the latest developments in wind turbine technology you can take advantage of one of our nation's most plentiful resources to generate your own electricity.**

**We can help you with every stage of a wind generation project including help obtaining any necessary planning permission.**

**There are two types of wind turbine: roof mounted and mast mounted. The most suitable wind turbine for your site would be decided during a survey.**

**Not all sites are suitable for a wind turbine, so please make sure you contact us for an honest appraisal of your location.**

**Our wind turbines are suitable for domestic, commercial, industrial and agricultural applications. We offer different sized wind turbines to suit varying needs and budgets, ranging from 800 watts up to 15 kilowatt systems (1.5 kilowatts is the most common for domestic applications).**

**Adapted from <http://www.cleanenergy-uk.com/wind-turbines.php>**

## **Document F**

### **Wind farms for and against**

**A new wind farm is planned in Cumbria. Local people have very different views on it.**

**FOR – It's important to have clean power sources like wind farms to stop pollution.**

**This wind farm will be safer than something like a nuclear power station, and doesn't put out lots of harmful gases.**

**They're not that nice to look at, but it's much better to have them than to ruin the whole environment with holes in the ozone layer and global warming.**

**They don't cause much damage, and they're not very noisy, so we should use them as much as possible.**

**Having a mixture of different power sources is the best way forward, and will help us all in the future.**

**AGAINST – People think wind farms are clean and safe, but they're not. Lots of rare birds get hurt or killed in the blades of the windmills.**

**They're trying to stop pollution, but they don't think of the consequences.**

**Digging up the peat to make this farm will release loads of carbon dioxide into the atmosphere. This will add to the greenhouse effect.**

**I'm not totally against the farms, but they don't belong in the countryside, where they cause lots of damage.**

**The best form of power is hydro-power. It runs on waves and the tide – which are always there.**

**Once these farms are made, there's no going back – they'll always be there.**

Adapted from [http://news.bbc.co.uk/cbbcnews/hi/newsid\\_4600000/newsid\\_4600900/4600919.stm](http://news.bbc.co.uk/cbbcnews/hi/newsid_4600000/newsid_4600900/4600919.stm)

**Study Document D and answer the following questions.**

- 7 State how many properties are owned by the National Trust.**

\_\_\_\_\_ [1]

- 8 State how often the National Trust has to fight plans for wind farms on its property.**

\_\_\_\_\_ [1]

**Study Document E and answer the following question.**

- 9 State TWO types of wind turbine which can be used for power generation.**

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**[2]**

**Study Document F and answer the following question.**

- 10 Describe the major arguments for and against building new wind farms.**

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**[4]**



**Study Document E and answer the following question.**

**11 Explain the uses and limitations of Document E to a researcher studying the impact of wind farms on the countryside.**

[illegible]

**Study Documents D, E and F. Use the documents and your own knowledge of research methods and evidence to answer the following question.**

**12 “Wind farms have a major role to play in increasing the supply of renewable energy in Britain.”**

**To what extent do you agree and disagree with this statement? [10]**

[illegible]

[illegible]

[illegible]

**END OF QUESTION PAPER**

**ADDITIONAL ANSWER SPACE**

**If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margins.**


















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