
GENERAL PAPER

8001/21

Paper 2

October/November 2015

INSERT

1 hour 30 minutes

READ THESE INSTRUCTIONS FIRST

You are required to answer **one** question.

This Insert contains three passages, one for each of Questions 1 to 3. You need to study the passage for the question you have chosen before starting your answer. The time needed to do this is allowed for within the time set for the examination.



This document consists of **7** printed pages and **1** blank page.



Passage 1 Study the material below to answer Question 1 parts (a)–(e).

THE SITUATION

Bogjani was a popular waterside resort for over a hundred years. It is ideally located on a lake in the Tropics and it used to cater to colonial visitors from surrounding countries staying in small, select hotels. However, since the 1980s fewer visitors have come and today the town is a shadow of its former self, catering mainly to local day-trippers. Therefore the council has decided to give Bogjani a new image, and by putting it back on the map it hopes to revive the town's earlier fortunes. Apart from extending and upgrading the airport for longer-distance flight arrivals, the council must also choose one of four re-imaging schemes put forward by developers.

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THE SCHEMES

A PIER a long wooden jetty jutting out into the lake, like an English seaside resort pier, with theatre, small funfair, amusements, novelty shops and a mini train ride along its length.

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B HOLIDAY CAMP

an all-inclusive resort with accommodation, restaurants, activities and nightlife, charging low prices for working people.

C THEME PARK

a state-of-the-art pleasure park, the biggest in the region, with death-defying rides, a children's corner, amusement arcades, interactive displays and stunt shows.

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D BOAT MARINA AND CASINO

a new purpose-built safe berth behind a concrete wall for 1500 pleasure craft, with restaurants, bowling alley, bars and a small casino open to the public.

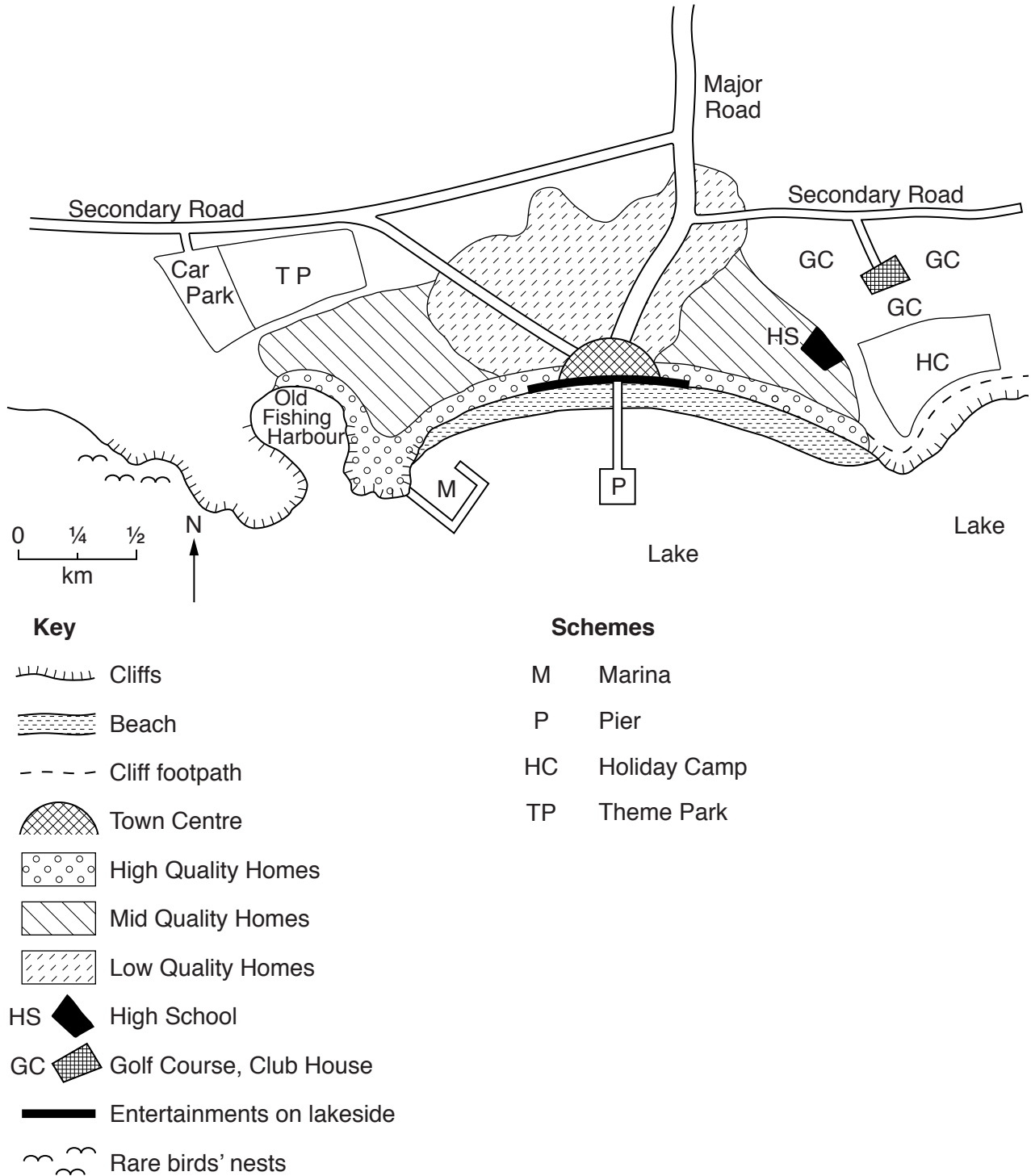
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CONSIDERATIONS

- 1 All four schemes would fund themselves, but the Theme Park and the Marina have offered the Council compensation worth \$20 million and \$10 million respectively.
- 2 Bogjani has 41% of its population over 60 and 83% over 30 years of age.
- 3 Day-trippers spend an average of \$63 each per day in the town.
- 4 Holiday camps were popular in the UK from the 1960s to the 1990s but only a few still survive there today.
- 5 Average mooring fees in the country's other top marinas are \$3000 a year per boat.
- 6 Unemployment in Bogjani is well above the national average.
- 7 Strong water currents and waves operate parallel to shore from the west for six months of the year.
- 8 The bay is shallow and gently shelving, but the cliffs are high and steep.
- 9 The present chairman of Bogjani Council is currently Commodore of Bogjani Yacht Club, which is based in the old fishing harbour.
- 10 The 'Entertainments' strip on the lakeside offers activities like swings, mini-golf, a model boat pond, crazy golf, mini train rides and fast food.
- 11 Major road works are planned for the next two years on the secondary road to the east of the town.
- 12 Estimated employment figures on completion would be: Marina 90 (70 full time staff, 20 part time staff); Holiday Camp 450 (400 + 50); Theme Park 280 (100 + 180); Pier 110 (70 + 40).

- 13 The average age of the Council members is 64 and their average income is \$82,000 per annum.
 14 The cheapest land in the town is on the western outskirts.
 15 There are no sizeable roads on the eastern outskirts of the town.
 16 A rare species of bird breeds on the western cliffs.
 17 The Council will insist that all basic labour for the project must be drawn locally.
 18 Bogjani's accommodation is mainly in small guest houses, and surprisingly no hotel chain is represented there.

Their planned locations are shown on the following map:



Passage 2 Study the material below to answer Question 2 parts (a)–(e).

The following was part of a conversation in 1991 between Tony, who had just started working for a German shopping company, and David, from a tiny company seeking to expand. They were at a party to celebrate the launch of the first internet server/browser and the World Wide Web.

- David: Are your people as excited about this new internet as we are?
 Tony: Oh yes!
 David: And so many possible uses, eh?
 Tony: Certainly. For instance, what do you think about this exciting idea of online shopping, David? 5
- David: It does seem rather far-fetched to me. Sales reaching \$110 billion and creating 11 million jobs by 2015? Really, I just can't see that happening.
 Tony: Sceptic! I have to, I work for them! *[laughing]*. Odd, but they reckon it will become almost as popular as actually going to the shops.
 David: Surely not? How can you buy something from a photo if you cannot feel its quality, check its sturdiness, or try it out? 10
- Tony: Well, they reckon photography and online catalogues will improve in quality and you'll be able to do things like zoom in on the product for greater detail, so it will be almost like being in the shop itself.
 David: Not like the old days then. Do you remember those home catalogues we got through the post when we were young? 15
- Tony: Oh yes. But they'd been going long before that, you know. In fact the very first type of mail order catalogue was started as early as 1744 by no less than the President of the USA Benjamin Franklin, selling, would you believe, books. But it wasn't till 100 years later that catalogues reappeared in the Wild West of the USA, and then spread later to places like the Australian Outback. 20
- David: Why was that then?
 Tony: Because new settlements were springing up in the middle of nowhere and they were pretty basic, to say the least.
 David: So, are any of those early catalogues still going today? 25
- Tony: Yes, the oldest surviving one is Hammacher Schlemmer's, started in New York in 1848 and still published today. But the famous ones came later, like Montgomery Ward's in 1872 and Sears' in 1888, selling to those isolated Mid-Western folk.
 David: And what about Britain then? Much later I suppose?
 Tony: Yes, the first was Sir John Moores, a Liverpool businessman, who issued his Littlewoods catalogue in 1932. 30
- David: Littlewoods? Oh yes, as a boy I remember those catalogues with great affection. I worshipped them. They brought such a world of glitz and mystery into my dull, boring existence. I couldn't wait to thumb through the catalogue and then, on Dad's instruction, hide it from Mum so she couldn't order so much! 35
- Tony: Was that because you couldn't get similar products in your town's shops?
 David: Certainly! Littlewoods was like a treasure-trove of exotic goods, sourced from all corners of the globe, most of which we had no hope of affording, but it was fun to just look and dream.
 Tony: Window shopping without the window, eh? 40
- David: Yes. *[laughing]*
 Tony: So really, is there any difference today? A catalogue full of pictures then, or an internet website full of pictures now? They're both windows, right?
 David: *[laughing]* Oh, is *that* why Bill Gates has just called his system... 45
- Tony: No, not really, well sort of ... good try.
 David: So is that how this new idea of online shopping is being looked at?
 Tony: Yes. All the major shops, and I believe even some supermarkets, are studying it closely. It could be so simple — study the photo on the screen, click the box, pay up and it's delivered — just like that!

David:	Ah yes, but there would be huge problems, surely? How to pay? Sending cheques? And delivery. How? The postal service couldn't cope, it would be jammed up. The roads would become choked with vans. A parcel would take ages to come and people would get so angry waiting. What about breakages, faulty goods, wrong sizes, eh? And it would cost a fortune!	50
Tony:	Think outside the box, David. Fewer shops, fewer overheads, costs come down, profits go up. The firms would easily be able to afford to charge low postage.	55
David:	Charge?	
Tony:	Of course, the customer would pay, obviously.	
David:	Surely not? Would he agree to? And would there really be fewer overheads like staff, utilities, etc?	60
Tony:	Of course!	
David:	But surely people won't buy this way? They'll miss the shopping experience; it's entertainment in itself, isn't it?	
Tony:	Miss what? Traffic jams, nowhere to park, astronomical charges if you are lucky enough to find somewhere, pickpockets, fighting through crowds, even just the paying to get there? I don't think so. And anyway, some people can't get to shops, don't forget.	65
David:	What, like the Wild West or the Outback?	
Tony:	Yes, and that's why one supermarket is even thinking about customers ordering their food shopping from home in the future...	70
David:	No, surely that's called 'a takeaway', isn't it? <i>[laughing]</i>	

Footnote: The German company was the first to start online shopping in 1994, while David's dot.com company launched its online shopping site in 1996 and is now one of the largest in the world.

Passage 3 Study the material below to answer Question 3 parts (a)–(e).

GRAFFITI OR ART OR ...?

Graffiti drawn in the 1970s by Johnny Rotten, the leader of the famous 'punk rock' band The Sex Pistols, are 'pieces of art' that merit comparison with prehistoric cave paintings, archaeologists claim. Dr. John Schofield of the University of York, UK, said they are worthy of being preserved as heritage pieces and should be retained for posterity, despite being offensive and rude.

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The seven separate cartoons, discovered on the walls of the apartment the band rented in London, lend themselves to as much archaeological investigation as the famous drawings made by early humans in the caves of Lascaux in southern France, he insists. Contentiously it was also suggested that this intact Sex Pistols' graffiti — found on walls behind cupboards in the property in Denmark Street, central London — may be of even greater significance than the discovery of early Beatles* pop music recordings. Schofield says the scribbles are 'a direct and powerful representation of a radical and dramatic movement of rebellion.'

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The Sex Pistols formed in London in 1975 and were responsible for initiating the punk rock movement in the UK, which challenged traditional attitudes with its deafening, unmelodious music, brightly-coloured spiked hair, loud leather jackets and huge black 'bovver boots'. The movement did not last long.

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Researchers carrying out a detailed analysis of the graffiti's content and cultural significance have concluded that while it could be considered obscene, offensive and uncomfortable, its presence confirms the apartment as an important historical and archaeological site.

Graffiti, of course, is nothing new: the Lascaux drawings are 30 000 years old, but graffiti as we know it came to the fore in Ancient Greece and later the Roman Empire. Indeed, the word itself comes from the Greek word 'to write,' while in Italian *graffiato* means 'scratched'. Although today graffiti is defined as 'writings or drawings, from simple words to elaborate paintings, scribbled, scratched or sprayed onto a wall or other surface in a public place,' in the past it started off as pre-historic cave paintings using animal bones and pigments.

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Originally the graffiti in Pompeii, Italy, were mainly words and they were concerned with love protestations, political rhetoric, literary quotes, curses or magical spells. However, in recent years graffiti has been taken on board by a wide spectrum of society, from bored youths to political activists. And its theatre of operations has widened considerably too, no longer being restricted to words or walls of buildings. Twenty-metre high colourful drawings adorn terrace ends in Manchester and public housing blocks in Singapore, and even underground train carriages in Rome, both inside and out, have become a popular target for the street artists.

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All manner of controversy surrounds graffiti as it becomes more and more mainstream and acceptable as a form of cultural extremism, protest and way of territory-marking by street gangs. For instance, it is understood that researchers are soon to consider formally whether the Denmark Street property should become a conventional heritage site with a blue wall plaque outside to mark its historical significance, and hot debate is certainly expected.

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Dr. Schofield said: 'could Denmark Street be Punk's Lascaux?' The newspapers once claimed that early Beatles recordings discovered at the BBC were the most important archaeological find since Tutankhamun's tomb was discovered in Egypt. 'The Sex Pistols' graffiti in Denmark Street surely ranks alongside this and — to our minds — usurps it,' argues Schofield.

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He describes the property's site as 'anti-heritage' because it goes against what agencies and heritage organisations usually wish to preserve. But he said 'we feel justified in sticking our tongues out at the heritage establishment and suggesting that Punk's destruction of religious

and moral principles provides the willing context for conservation decision-making. We are only asking for something that directly shows Punk's attitude to the mainstream, to authority: contradicting norms and challenging convention. This is an important site because it does just that, historically and archaeologically, with the material and the evidence it contains. We should retain it for the benefit of this and future generations. In our view, with such anti-heritage evidence many different rules should apply. The building is undoubtedly important, therefore, and could meet criteria for either becoming 'listed' or for being awarded a heritage blue wall plaque, if not now then in time.' 45 50

But isn't all this putting the cart before the horse, if it is not yet even agreed that the drawings *are* graffiti? For a start, they are not even outdoors. But to date, critics have not had any chance to oppose any of the suggestions because the article has only just appeared in the latest issue of the journal *Antiquity*. However, Dr. Schofield's radical views are likely to attract howls of protest in the coming months from all sectors of society. 55

* The Beatles were arguably the world's most famous pop group, starting in Liverpool, UK, in the 1960s, and selling more music since than any other artist.

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