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**GENERAL PAPER**

**8001/21**

Paper 2

**October/November 2018**

INSERT

**1 hour 30 minutes**

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**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.



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

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

In their gardens two neighbours are having an argument.

Yak	Hey you! Stop stealing the fruit off my trees.	
Kirs	I only take the fruit from branches that have grown over onto my side.	
Yak	It's still stealing, the law is quite clear on that.	
Kirs	No it's not! The law clearly states I'm entitled to do whatever I like with any vegetation of yours which grows on my side of the fence.	5
Yak	But the fence is mine.	
Kirs	Good. I'm glad we've ascertained that at least. Look, if you like I'll prune your trees on my side and throw the branches back onto your garden ...	
Yak	... don't you dare!	
Kirs	Why not? They're yours.	10
Yak	<i>(triumphantly)</i> Ah, but the law says that's littering and I can call the police.	
Kirs	They would laugh at the situation. Now then, more to the point, when are you going to replace the fence?	
Yak	Why? It's been like this for ages, at least since you moved in anyway.	
Kirs	Why? Because it's rotten and falling over, that's why!	15
Yak	If so that's my problem, not yours.	
Kirs	No it's not. If it falls on my side it could easily fall on my children or the dog. That could be tragic, and you'd be liable for the injuries.	
Yak	Don't be so stupid, it would be an accident, that's all.	
Kirs	Oh, how little you know: it would be negligence ... on your part.	20
Yak	For it to be called negligence I have to be warned first then ignore it, second ...	
Kirs	Are you crazy? I <i>have</i> just warned you ... shall I write you a letter as well?	
Yak	If you do then I'll send you a letter about your water hose.	
Kirs	What about it?	
Yak	When it revolves some of the spray comes over the fence into my garden.	25
Kirs	Lucky you – free watering!	
Yak	I don't want your free water, it might drown my valuable flowers which I water enough already.	
Kirs	Stop watering them then and save money!	
Yak	And your water will make my fence rot and I'll charge you for a new one!	30
Kirs	Oh, so it never rains in Controverscity? It's only my water hose spray that rots it then?	
Yak	Well, if it does collapse I'll have to put up with seeing you sunbathe in those ridiculous shorts!	
Kirs	Ah, how do you know I wear shorts in my garden? You've been looking from your bedroom, haven't you?	35
Yak	No way! Why would I want to stare at your awful garden, especially that ugly stone patio?	
Kirs	Ah, how do you know it's stone? Are you spying on me? Shall I report you to the police?	
Yak	Yeah, sure. And what about all those holes in the fence you've pushed through so you can peep at us unnoticed, eh?	40
Kirs	Nonsense, that's just natural rotting where the timber is weak.	
Yak	Rubbish, I'll report you.	
Kirs	Then I would have no option but to get my lawyer onto you for compensation ...	
Yak	... for what?	45
Kirs	Your tree roots have come under the fence at the front and are lifting up my expensive tarmac driveway.	
Yak	Nonsense, that's just the way you always park your car in the same place, and when it's hot the tar gets depressed under the tyres because it's softened, and in between the tarmac sticks up, fool!	50
Kirs	Please don't call me a fool!	

- Yak I'll call you what I like, and worse too, now I remember what your cat did, digging up my prize vegetables like that ...
- Kirs ... can I stop you there? I don't even have a cat. You should know that by now.
- Yak Well, I'll report you for putting glass bottles in your recycling box meant for plastics! 55
- Kirs Oh, so now you go through my rubbish like a vagrant ...?
- Yak How dare you call me a vagrant? I'll take you to court.
- Kirs And sue me for what? The truth?
- Yak No, for littering the footpath.
- Kirs Oh dear, now what? 60
- Yak I nearly tripped over your child's bicycle he left on the path outside.
- Kirs Perhaps you should look where you're going. Anyway, that's nonsense, my son is never allowed out onto the footpath. Look, I am really sick of all your manufactured complaints, and everyone who lives around here has had enough of you. Why don't you just do the decent thing and think about leaving this respectable neighbourhood? 65  
You're giving it a really bad name!

Yak storms off in disgust; Kirs smiles to himself.

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

### Finishing Schools

Customs and traditions ebb and flow through history: none more so than the rise and fall of 'etiquette education' provided by finishing schools. A product of upper class preservation and middle class aspiration in late nineteenth century Western society, finishing schools welcomed thousands of wealthy young ladies to complete their social education. Today finishing schools have lost favour in the West. However, in burgeoning newly-industrialising economies they are being revived in a twenty-first century format as a necessity for achieving rapport with the seemingly more sophisticated West.

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Ever ready to discover new niche markets, entrepreneurs in countries like China believe they have struck gold: young women from wealthy families who feel an increasing need to be instructed on how to behave in polite society. In China institutes are opening up to offer courses on international etiquette and protocol, including Western-style manners, hostessing skills and appropriate personal presentation. Likewise, these institutes are also increasingly offering courses to men, particularly businessmen, on how to deal with their Western counterparts, such is the gulf between the two cultures. Oddly enough, however, it is the East that has the longer culture and the greater tradition of fine etiquette and proper behaviour, engaging in diplomatic niceties while the West was still arguing in the mud. How the World has revolved in 3000 years!

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'China has seen great economic growth in the past two decades, but the image of Chinese people has not been improved accordingly', says the head of one finishing school in Beijing. 'The Chinese have acquired a poor reputation around the world as cash-rich tourists who flaunt their wealth in uncouth ways. This makes me sad because my country does have a proud history of manners. As people have continued to get busier in this age, with more pressure on their time, manners are often the first thing to be forgotten. Displaying a set of rules of courteousness shows people around you that you respect them, that your individual needs and convenience can be subordinated to put others first in a selfless way. These are important attributes for any society, Eastern or Western.'

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Such finishing schools are not cheap. They have massive overheads, not the least being the suitably experienced staff and the maintenance of prestigious locations. To learn how to feel at ease in a five-star luxury hotel needs the trainee to frequent a five-star luxury hotel, not some mock-up room in a disused warehouse. Learning how to be a top hostess does not need to be taught by a top hostess, and teaching the rules of business etiquette not necessarily by a successful businessman, but it helps. At the very least the teachers must be highly experienced with international backgrounds.

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Traditionally, Western finishing schools held classes that focused on teaching social graces and upper class cultural rites as a preparation for entry into 'society'. During courses, lasting up to one year, rich young lady school-leavers would take lessons in deportment\* and etiquette, necessary to entrap a rich husband from their own class. Many of these aspiring girls travelled to Switzerland. Here several of the famous schools were situated because of the country's reputation for having a graceful, healthy lifestyle in an exhilarating natural environment, for having multilinguality, a cosmopolitan aura, the world's third highest income per person, as well as political stability and neutrality. Among the notable institutes was Institut Alpin Videmanette attended by Princess Diana.

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The decline of the traditional finishing school from the 1960s onwards also coincided with the decline of the debutante ball. Many of the finishing schools' pupils were debutantes (from the French *débutante*, 'female beginner'), a young lady from an aristocratic or upper class family who had reached the age of maturity and, as a new adult, was introduced to society at a formal 'debut' presentation, usually a ball. Originally, it meant the young woman was eligible to marry, and part of the purpose was to display her to eligible bachelors and their families with a view to marriage within a select upper class circle. Debutantes were recommended by a distinguished committee or sponsored by an established member of elite society, and the presentation of debutantes to the Sovereign at court marked the start of the British social season. In the UK debutantes were no longer presented at Court after 1958 when the Queen abolished the ceremony, and today such events have become a pale shadow of their former selves.

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So many traditional finishing schools have now closed, a reaction, attributed by many, to the shifting conceptions of women's role in society. Essentially, they were seen as defunct socially and economically. However, emerging world economies no longer agree, and with a little fine-tuning of their aims and objectives finishing schools may well enjoy a healthy twenty-first century revival.

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\*Department lessons taught students how they should behave, especially the way they walked and moved.

**Passage 3** Study the information below to answer Question 3 parts (a)–(f).

### Background

Newaria is a small company that has recently developed a new dental care product called 'FIZZ!', a breath freshener and mouthwash tablet. Newaria needs to employ an advertising agency to create a promotional campaign for 'FIZZ!'.

### The situation

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1. Newaria has designed the packaging to be travel friendly – a small plastic container with a flip-top lid.
2. The packaging will display a clear message that 'FIZZ!' tablets are not to be eaten as candy.
3. Newaria, at present, only has 20 staff, a turnover of \$2.3 million a year and pre-tax profits of \$380 000. 10
4. Newaria is very confident that 'FIZZ!' will take off in a very big way.
5. 'FIZZ!' should be particularly popular with the under-21s, but could be liked by all age groups.
6. The new product will be priced at the lower end of the dental care market to generate mass sales. 15
7. Four different flavours of the tablets will be available.
8. One tablet should be used after brushing teeth with toothpaste, as an alternative to mouthwash.
9. 'FIZZ!' can be used to freshen breath for up to eight hours. 20

### The advertising agencies

Newaria is considering using one of two advertising agencies, as shown in Table A, to create the promotional campaign for 'FIZZ!'.

**Table A**

Advertising agency name	BUZZA	EPIC
Number of staff	240	20
Senior advertising executives	12	2
Annual profit	\$6 million	\$500 000
Number of major clients	32	5
Advertising emphasis	TV (major channels), Internet	Magazines, TV (minor channels), other
Number of advertising awards attained	18	0
Number of years in existence	20	2

## The advertising methods

Table B shows a summary of the four advertising methods available to Newaria. Newaria has to choose the best method it can afford to advertise 'FIZZI!'.

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**Table B**

<b>Advertisement type</b>	<b>Projected audience (millions)</b>	<b>Cost to make (\$ million)</b>	<b>Cost to place advertisement (\$ million)</b>	<b>Advertisement period</b>	<b>Key personnel needed and face of the campaign</b>	<b>Estimated income in first year using this method (\$ million)</b>
<b>Television advertisement</b>	10	2	8	4 weeks	1. TV crew 2. Advertisement agency 3. TV drama star	12
<b>Magazine advertisement</b>	5	0.4	2	18 weeks	1. Advertisement agency 2. Middle-aged parent	6
<b>Internet pop-up</b>	14	0.5	0.6	6 weeks	1. IT team 2. Young TV comedian	3
<b>Billboard</b>	2	0.3	0.4	34 weeks	1. Advertisement agency 2. TV garden show host	1

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