

English B – Higher level – Paper 1
Anglais B – Niveau supérieur – Épreuve 1
Inglés B – Nivel superior – Prueba 1

Monday 2 May 2016 (morning)
Lundi 2 mai 2016 (matin)
Lunes 2 de mayo de 2016 (mañana)

1 h 30 m

Text booklet – Instructions to candidates

- Do not open this booklet until instructed to do so.
- This booklet contains all of the texts required for paper 1.
- Answer the questions in the question and answer booklet provided.

Livret de textes – Instructions destinées aux candidats

- N'ouvrez pas ce livret avant d'y être autorisé(e).
- Ce livret contient tous les textes nécessaires à l'épreuve 1.
- Répondez à toutes les questions dans le livret de questions et réponses fourni.

Cuaderno de textos – Instrucciones para los alumnos

- No abra este cuaderno hasta que se lo autoricen.
- Este cuaderno contiene todos los textos para la prueba 1.
- Conteste todas las preguntas en el cuaderno de preguntas y respuestas.

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Text A

Organic farming in India

Jayawant Patil, 27, works in an information technology company in the city of Pune four days a week. The rest of the time, thanks to his supportive employer, he's an organic farmer. For the last two years he's been tending to his small farm about 80 km away from Pune. The only connection he had with farming before that stemmed from childhood visits to his uncle's fields.

Patil chose organic farming as a chance to do something more meaningful in life. He started work on a website to connect organic vegetable growers with customers. During visits to farms, he understood the immense difficulties involved and decided to get first-hand experience to understand those fully. Today, Patil knows how to make traditional pesticides and fertilizers using leaves of different trees. He's also chosen 12 farmers from the area to work with him.



"My next plan is to start a web portal for marketing organic produce. I would also like to explore export opportunities," he said. Organic farming has been gaining adherents over the years, some of them with non-farming backgrounds.

While exploring various business opportunities, 25-year-old business management graduate Sachin Tahmane hit upon organic farming as having promising growth potential. A recent report said the organic food sector is growing at about 20% in India, with more than 100 retail organic outlets in Mumbai and about 60 in Bangalore. That's a big change from 18 years ago when Sanjay Pawar and Sadubhau Shelake of Nashik were among the pioneers of organic farming. Their principle was "we don't want to eat poison and we don't want to feed poison to others". At that time, they couldn't charge a premium for chemical-free food due to lack of awareness among consumers.

Things have changed since then. Their group of about 350 organic growers has a loyal clientele, which includes celebrity customers, who queue up to buy the produce at the Sunday farmers' market.

"Kiran Rao* is our regular customer," said Shelake, "and farmers use direct marketing, without any middlemen involved."

For others, the most effective marketing channel is digital. Orders are processed through websites, voice messages and emails. Those not able to use online platforms struggle with reaching consumers. Of India's total organic production, cotton has the highest share. The country is also emerging as a prominent global supplier of organic processed fruits.

Adapted from Jayashree Bhosale, *The Economic Times* (2014)

* Kiran Rao: a famous Indian film producer, screenwriter and director

Text B

Old Tactic Gets New Use

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Text C

The Book Thief

“Leave her alone.” Hans Hubermann entered the fray. His gentle voice made its way in, as if slipping through a crowd. “Leave her to me.”

He moved closer and sat on the floor, against the wall. The tiles were cold and unkind.

5 “You know how to roll a cigarette?” he asked her, and for the next hour or so, they sat in the rising pool of darkness, playing with the tobacco and the cigarette papers and Hans Hubermann smoking them.

When the hour was up, Liesel could roll a cigarette moderately well. She still didn’t have a bath.

SOME FACTS ABOUT

HANS HUBERMANN

10

He loved to smoke.

***The main thing he enjoyed about smoking
was the rolling.***

15

***He was a painter by trade and played the piano
accordion. This came in handy, especially in winter,
when he could make a little money playing in the pubs
of Molching.***

20

To most people, Hans Hubermann was barely visible. An un-special person. Certainly, his painting skills were excellent. His musical ability was better than average. Somehow, though, and I’m sure you’ve met people like this, he was able to appear as merely part of the background, even if he was standing at the front of a line. He was always just there. Not noticeable. Not important or particularly valuable.

25

The frustration of that appearance, as you can imagine, was its complete misleadence, let’s say. There most definitely was value in him, and it did not go unnoticed by Liesel Meminger. (The human child—so much cannier at times than the stupefyingly ponderous* adult.) She saw it immediately.

His manner.

The quiet air around him.

30

When he turned the light on in the small, callous washroom that night, Liesel observed the strangeness of her foster father’s eyes. They were made of kindness, and silver. Like soft silver, melting. Liesel, upon seeing those eyes, understood that Hans Hubermann was worth a lot.

**SOME FACTS ABOUT
ROSA HUBERMANN**

35 ***She was five feet, one inch tall and wore her
 browny gray strands of elastic hair in a bun.
 To supplement the Hubermann income, she did
 the washing and ironing for five of the wealthier
 households in Molching.
 Her cooking was atrocious.***

40 ***She possessed the unique ability to aggravate
 almost anyone she ever met.
 But she did love Liesel Meminger.
 Her way of showing it just happened to be strange.
 It involved bashing her with wooden spoon and words
45 at various intervals.***

When Liesel finally had a bath, after two weeks of living on Himmel Street, Rosa gave her an enormous, injury-inducing hug. Nearly choking her, she said, “it’s about time!”

50 After a few months, they were no longer Mr and Mrs Hubermann. With a typical fistful of words, Rosa said, “Now listen, Liesel—from now on you call me Mama.” She thought a moment.
 “**What did you call your real mother?**”

Liesel answered quietly. “Also Mama.”

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* stupefyingly ponderous: astonishingly dull

Text D

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I was asked recently, “With all the radio applications around, doesn’t that kill local radio?” A listener can listen to KROQ in Los Angeles when they are actually in Adelaide. But why would they want to? Sure, a tiny percentage will, but the majority will listen to their local stations whether it is Brock in Bathurst or B105 in Brisbane.

5 Localism, one of radio’s key strengths, is also one of its greatest weapons in the new media landscape. New media has raised the bar on content and information, but localism is radio’s secret “survive and thrive” weapon. New media companies have recognized the importance of localism, even Facebook and Pandora¹ offer local targeted advertising. But radio can do both local advertising—and compelling, local content—better.

10 The quality of content will be a big decider of radio’s future. It has to be innovative and it has to be different. And, if it’s not local, it has to at least be locally relevant. Information can be sourced on plenty of mobile devices, but content that is unique and compelling will keep listeners coming back to radio.

15 The majority of people will always prefer to be entertained than to entertain themselves. And from the few that prefer to do the entertaining instead, listener driven content will grow, increasingly originating online. And out of that will be born an opportunity: many future radio (and television) personalities will be born of backgrounds that started online. Hand in hand with that, on-air personalities will be held more accountable for their online results as well as their on-air ratings.

20 Whilst new technology could be seen as a threat, even now over 80% of all music listening is from radio. And, of course, mobile devices will soon feature a chip so listeners can have the ability to access their favourite station on their phone or tablet. In the next few years, this will become available on all mobile devices; it will be ubiquitous².

25 Radio's digital future, whilst it has been a "slow birth", will help the medium. Radio, like all other media, is looking to maximise the digital opportunity. Radio is the perfect companion for social media and mobile media, which give radio greater scale, and the ability to put together cross-platform solutions.

30 Innovation will always drive the future of radio. Technology will lead the way by expanding radio's audience and will open up new sources of revenue. Radio, unlike newspapers and magazines, has been quick to adapt to the digital environment and will continue to explore innovations and revenue opportunities.

Adapted from Brad March, radiotoday.com.au (2012). Used with permission.

¹ Pandora: Pandora Internet Radio (also known as Pandora Radio or Pandora) is a music streaming service in the US, Australia and New Zealand

² ubiquitous: everywhere

Text E

Can virtual classrooms beat face-to-face interaction?

Studying online doesn't have to mean being isolated behind a computer screen; there are plenty of ways to connect with your course mates and tutors.

5 For most students, university is a time for making friends, discovering a new city and making the most of the facilities on campus. But when you are studying online, your living room is your lecture hall and an online chat room is the equivalent of the student lounge. So, how can distance learning students avoid isolation?

10 Being part of an online community when studying at a distance is important, says Richard Reece, associate vice-president for teaching, learning and students at the University of Manchester. Online forums, Facebook groups and email lists with the contact details for other students can help
15 online learners connect with their peers and ask questions about their studies.

20 Instead of tutorials or lectures, support from lecturers comes through online forums, email exchanges, phone conversations and Skype. Tony Priest is course director for the foundation degree in drug and alcohol counselling at the University of Leicester and says his course uses "e-tutors" to
25 support students. "Each e-tutor has a certain number of students who they follow through their comments on the discussion boards and answer their questions. They'll also contact them if they don't appear for a while and ask if they have problems and how they can help."

30 Distance learning students can use online forums as a chance to meet their peers socially, but it can be **[- X -]** real life interactions. "One of the **[- 47 -]** distance learning students is engagement with other peers," says Steve Mills, student president for education welfare at Robert Gordon University, Aberdeen. "A big part of the student experience is meeting new people and having social events, but distance learning students don't **[- 48 -]**, so it is very academic for them."

35 You might not be able to walk into a counsellor's office as an online student, **[- 49 -]** is available via the student helpline, Facebook, Twitter and Skype. Making the most of it can make all the difference to your experience of online learning.

Top tips for distance learning students

- ✓ Make the most of online forums and social networks to meet other students and ask for help.
- ✓ Set yourself deadlines to help keep yourself motivated.
- ✓ Become a student representative. Being a rep is a great way to engage with your peers and see changes made to any issues you may have with your course.
- ✓ Even if you are short on time and not necessarily looking to make many new friends, making connections on your course can be a good networking opportunity, particularly if you are studying a business course.