

**Markscheme
Barème de notation
Esquema de calificación**

November / Novembre / Noviembre 2017

English / Anglais / Inglés B

**Higher level
Niveau supérieur
Nivel superior**

Paper / Épreuve / Prueba 1

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1. For questions where short answers are required, the answer must be clear. Do not award the mark if the answer does not make sense or if the additional information makes the answer ambiguous, incorrect or incomprehensible.
2. Allow spelling mistakes so long as they do not hinder comprehension or do not change the sense of the phrase.
3. For true or false questions, candidates may use a tick or a cross to indicate their intended response but usage must be consistent. If a candidate writes two ticks or two crosses for the same answer award **[0]**. If a candidate answers with a cross and a tick for the same answer, mark the tick and ignore the cross.
4. For questions where the candidate has to write a letter in a box (for example, multiple choice questions), if a candidate has written two answers – one in the box and one outside – only mark the answer inside the box.
5. The total number of marks for the question paper is **[60]**.

1. En ce qui concerne les questions pour lesquelles des réponses brèves sont attendues, la réponse donnée doit être claire. N'attribuez pas de points si la réponse n'a aucun sens ou si les informations supplémentaires qu'elle contient la rendent ambiguë, incorrecte ou incompréhensible.
2. Vous pouvez autoriser les fautes d'orthographe tant qu'elles ne nuisent pas à la compréhension ou qu'elles ne changent pas le sens de la phrase.
3. En ce qui concerne les questions de type vrai ou faux, les candidats peuvent cocher ou marquer d'une croix la réponse de leur choix, mais ils doivent rester cohérents. Si un candidat a utilisé deux coches ou deux croix pour la même réponse, attribuez **[0]**. Si un candidat a répondu par une croix et une coche à la même question, prenez en compte la coche et ignorez la croix.
4. En ce qui concerne les questions pour lesquelles le candidat doit écrire une lettre dans une case (par exemple, dans le cas de questions à choix multiple), s'il a donné deux réponses différentes, l'une à l'intérieur de la case et l'autre en-dehors, ne prenez en compte que la réponse qui se situe dans la case.
5. Le nombre total de points pour l'épreuve d'examen est de **[60]**.

1. Las preguntas que requieran una respuesta corta deben responderse con claridad. No otorgue la puntuación si la respuesta no tiene sentido o si la información adicional hace que la respuesta sea ambigua, incorrecta o incomprensible.
2. Permita errores de ortografía siempre y cuando no dificulten la comprensión ni cambien el sentido de la oración.
3. En las preguntas de verdadero o falso, los alumnos podrán indicar la respuesta elegida con un tic o una cruz, pero el uso de los signos debe ser coherente. Si el alumno marca dos tics o dos cruces en la misma respuesta, otorgue la puntuación **[0]**. Si el alumno responde marcando una cruz y un tic en la misma respuesta, puntúe el tic e ignore la cruz.
4. En las preguntas que requieran escribir una letra en una casilla (por ejemplo, en las preguntas de opción múltiple), si el alumno ha escrito dos respuestas (una dentro de la casilla y la otra fuera), puntúe únicamente la respuesta marcada dentro de la casilla.
5. El número total de puntos asignados al cuestionario de examen es **[60]**.

Text A — Create your new noise: use radio adverts to target teens

Question	Target answer	Accept	Do not accept	Marks
1.	C, D, G, I	in any order, award [1] for each correct answer.		4
2.	attendees		<ul style="list-style-type: none"> attendee teenagers potential attendees 	1
3.	(a) / (b) (there is still) a market to reach / (is still there) for the taking	in any order, award [1] for each correct answer.		2
4.	(approximately) 4 to 5 radio advert breaks	other wording with the same meaning, eg., “the number of advert breaks” <ul style="list-style-type: none"> “In the UK, that is equivalent to approximately 4 to 5 radio advert breaks” 		1
5.	(the parent who) has the last say (on where the teenager attends college or university)		<ul style="list-style-type: none"> the addition of ‘usually’ to the target answer ‘last say’ without ‘has the’ 	1
6.	brand awareness	other wording with the same meaning. <ul style="list-style-type: none"> “(short radio advertisement campaigns) will bring brand awareness to students who need it now and in the future” 	<ul style="list-style-type: none"> ‘awareness’ without ‘brand’ the verbatim copying of “Short radio advertisement campaigns concentrated around this time will bring brand awareness to students who need it now and in the future” 	1
7.	B			1
Total				11

Text B — “Resurrection Plants” Offer Hope as Climate Turns Hostile

Question	Target answer	Accept	Do not accept	Marks
8.	(more and more of Africa will be) reduced to a dust bowl (by global warming)/ worsening famines	other wording with the same meaning. <ul style="list-style-type: none"> “trigger worsening famines” 	(with higher temperatures, reduced water supplies and population growth) threatening to trigger worsening famines	1
9.	(the) capacity to recover (from a drastic change in climate)	other wording with the same meaning. <ul style="list-style-type: none"> “Soil, cropping systems, farming systems — they all must have the capacity to recover from a drastic change in climate” 	<ul style="list-style-type: none"> to be made part of the solution to the climate change issues the recovery of farming systems 	1
10.	Jill Farrant	Any variant of Professor Jill Farrant’s name.		1
<p>NOTE: For the justification in questions 11 to 15, allow only the quotation as given, possibly with a few additional words, provided that they do not materially alter the meaning. Both true/false and quotation response must be correct for the mark.</p>				
11.	false (she) returned to the subject in 1994		The addition of “ and has since become the world’s leading expert in her field ” to the target answer	1
12.	true (I) want to cater to the subsistence farmer (,the person who wants to make enough food to live)	The addition of “ Farrant said ” to the target answer.	‘cater to the subsistence farmer’ without ‘want to’	1
13.	false (Farrant has recently) focused (her research) on (teff, a) grass which has been used for centuries		The addition of “ in Ethiopia as a staple food ” to the target answer	1

14.		false (she) hopes to make teff more resilient (by activating genes) / if she can utilize the power of resurrection plants		the addition of “ she discovered by studying resurrection plants ” to the target answer	1
15.		false (Farrant will) follow in the venerable footsteps of earlier scientists		<ul style="list-style-type: none"> the addition of “If successful” to the target answer the addition of “who have saved crops from devastation” to the target answer 	1
16.		B			1
17.		F			1
18.		J			1
19.		I			1
Total					12

Text C —A Pale View of Hills

Question	Target answer	Accept	Do not accept	Marks
20.	B			1
21.	C			1
22.	A			1
23.	D			1
24.	C			1
25.	(the) narrator / Niki's mother	<ul style="list-style-type: none"> • (the) Mother • Any variant of 'Niki's mother' 	<ul style="list-style-type: none"> • narrators • the mother of the narrator • the girl's mother • (the) mother 	1
26.	Niki's friend and the father	other wording with the same meaning, eg.: <ul style="list-style-type: none"> • "the friend and her boyfriend/partner/husband" • mother and father- parents of the baby • Niki's friends 	<ul style="list-style-type: none"> • Niki's friend and (her) father • mother and father 	1
27.	(the/that) film (we saw on the television last night)	other wording with the same meaning, eg.: <ul style="list-style-type: none"> • "the movie they/ the narrator watched the night before" 	magazine	1
28.	watch television / watch rubbish	<ul style="list-style-type: none"> • sit and watch TV • sit and watch rubbish (on television/TV) • (by sitting and) watching television/TV (too much) • (by sitting and) watching rubbish (on television/ TV) 	watch/watching (trashy) films/shows on TV	1

29.		A				1
30.		B				1
31.		B				1
Total						12

Text D — Sensationalist Media

Question	Target answer	Accept	Do not accept	Marks
32.	D			1
33.	K			1
34.	A			1
35.	H			1
36.	I			1
37.	slanted			1
38.	please	to please		1
39.	tendency			1
40.	rare	exceptional		1
41.	a utopian world	utopian world / an utopian world	a utopia	1
42.	form a personal opinion (– not the opinion the media company is trying to sell)	exact wording only		1
43.	A			1
44.	D			1
			Total	13

Text E — People judge you on two criteria says Harvard psychologist

Question	Target answer	Accept	Do not accept	Marks
45.	how to feel more confident	other wording with the same meaning.	'how to feel confident' without 'more'	1
46.	they want to prove that they are smart and talented enough (to handle your business)	other wording with the same meaning, as long as the idea of 'smart and talented' is conveyed.	"respect is highly valued"	1
47.	respect	competence	warmth	1
48.	to figure out if your fellow man was going to kill you (and steal all your possessions)	other wording with the same meaning. <ul style="list-style-type: none"> the addition of "in caveman days, it was (more) important" to the target answer 	The addition of " than if he was competent enough to build a good fire " to the target answer	1
49.	(MBA) interns (seeking full-time employment within a company)		<ul style="list-style-type: none"> (MBA) intern employees in a company 	1
50.	then			1
51.	in fact			1
52.	because			1
53.	but			1
54.	B			1
55.	A			1
56.	B			1
Total				12