



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Subsidiary Level

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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GENERAL PAPER

8001/23

Paper 2

October/November 2012

1 hour 30 minutes

Candidates answer on the Question Paper.

Additional Materials:

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name in the boxes above.

Write in dark blue or black pen.

Do not use staples, paper clips, highlighters, glue or correction fluid.

DO **NOT** WRITE IN ANY BARCODES.

Answer **one** question.

The total time of 1 hour 30 minutes includes time for you to study the questions before you begin your answer.

You may make notes during this time if you wish.

Up to 15 marks will be given for the quality and accuracy of your English throughout this paper.

Dictionaries are **not** permitted.

The number of marks is given in brackets [] at the end of each question or part question.

For Examiner's Use	
1	
2	
3	
Total	

This document consists of **10** printed pages, **2** blank pages and **1** Insert.



3 Study Passage 3 in the Insert to answer the following questions (a)–(e).

Note: When a question asks for an answer IN YOUR OWN WORDS and you select the appropriate material from the passage for your answer, you must still use your own words to express it. Little credit can be given to answers which only copy words or phrases from the original.

(a) (i) How does the central message of *Obliquity* complement one of the main arguments in *Smart Swarm*? **Answer in about 20 of your own words.**

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..... [2]

(ii) How does the approach of *Wikinomics* confirm what *Smart Swarm* is saying about how business organisations should operate? **Answer in about 20 of your own words.**

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..... [2]

(b) How satisfactory do you find the comparison between what bees do when they change where they live and what should happen at a board meeting? **Explain your reasoning in about 60 of your own words.**

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..... [6]

(c) How far were Southwest Airlines prepared to treat their passengers as ants? **Answer in about 30 words.**

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..... [3]

(e) (i) Explain the meaning of the following words as they are used in the passage. You may write the answer in one word or a short phrase:

aggressive (line 11);

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vulnerable (line 19);

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critical (line 25);

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eventually (line 29);

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bureaucracy (line 40);

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coordinate (line 51).

..... [6]

(ii) Use these words in six separate sentences to illustrate their meanings as used in the passage. Your sentences should not deal with the subject matter of the passage.

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..... [6]

Note: Up to an additional 15 marks will be available for use of English.

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Copyright Acknowledgements:

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<http://www.telegraph.co.uk/finance/jobs/7919177>; 3 August 2010.

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