

Mark Scheme (Standardisation)  
June 2014

Pearson Edexcel GCSE in  
Citizenship Studies Unit 3  
(5CS03)

Unit 3C: Influencing and Changing  
Decisions in Society and  
Government

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Summer 2014

Publications Code UG038421

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## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
<b>1</b>	<b>A.</b> the right to privacy	<b>1</b>

Question Number	Answer	Mark
<b>2</b>	<b>C.</b> Crime is getting worse	<b>1</b>

Question Number	Answer	Mark
<b>3</b>	<b>D.</b> vandalism	

Question Number	Answer	Mark
<b>4</b>	<b>B.</b> businesses	<b>1</b>

Question Number	Answer	Mark
<b>5</b>	<b>C.</b> It charges for its advice	<b>1</b>

Question Number	Answer	Mark
<b>6</b>	<b>A.</b> Broken the law	<b>1</b>

Question Number	Answer	Mark
<b>7</b>	<b>C.</b> defendants can be ordered to pay compensation	<b>1</b>

Question Number	Answer	Mark
<b>8</b>	<ul style="list-style-type: none"> <li>• Write/email/phone person of influence</li> <li>• Petition</li> <li>• Carry out a survey in school</li> <li>• Form a school meals committee</li> <li>• Protest</li> <li>• Raise the matter with school council</li> </ul> <p>Award 1 mark per valid action up to a maximum of 2 marks.</p> <p>2 marks may also be awarded for a valid single action to two different people of influence e.g. write to the local council and your local MP.</p> <p>Other valid answers should be credited</p>	<b>2</b>

Question Number	Answer	Mark
<b>9</b>	<ul style="list-style-type: none"> <li>• Hurtful and cruel comments/could lead to low self esteem/depression</li> <li>• No right to reply</li> <li>• Can affect image/reputation</li> <li>• Could affect their performance</li> <li>• Could damage income/lose sponsorship</li> </ul> <p>Award 1 mark per valid reason up to a maximum of 2 marks.</p> <p>Other valid answers can be credited</p>	<b>2</b>

Question Number	Answer	Mark
<b>10</b>	<ul style="list-style-type: none"> <li>• More technology for detection</li> <li>• Better police training</li> <li>• People more security conscious</li> <li>• More people in prison/longer sentences are a bigger deterrent</li> <li>• People are being more honest</li> <li>• There is usually a drop in crime rates when the economy starts to improve/unemployment rates drop</li> <li>• New ways to report crime</li> <li>• Less crime being reported</li> <li>• Rehabilitation programs are helping cut re-offending rates</li> </ul> <p>Award 1 mark per valid reason up to a maximum of 2 marks.</p> <p>Other valid answers can be credited</p>	<b>2</b>

Question Number	Answer	Mark
<b>11(a)</b>	<ul style="list-style-type: none"> <li>• 'Listened to our customers'</li> <li>• To stop protests/shops being forced to close because of protests</li> <li>• To stop the boycott</li> <li>• To stop losing customers</li> <li>• Stop profits falling</li> <li>• To protect their reputation</li> </ul> <p>Award 1 mark per valid reason up to a maximum of 2 marks.</p> <p>Other valid answers can be credited</p>	<b>2</b>

Question Number	Answer	Mark
<b>11(b)</b>	<ul style="list-style-type: none"> <li>• To pay for the services that the government provides</li> <li>• Because they must pay tax by law</li> <li>• To make the country more equal</li> </ul> <p>Award 1 mark per valid reason up to a maximum of 2 marks. 2 marks can be awarded for 1 developed reason e.g. gives a suggestion of the services expected in return for taxes.</p> <p>Other valid answers can be credited</p>	<b>2</b>

Question Number	Answer	Mark
<b>12(a)</b>	<ul style="list-style-type: none"> <li>• To find a good story</li> <li>• To get good headlines</li> <li>• To sell more papers</li> <li>• To make more profit</li> </ul> <p>Award 1 mark per valid reason up to a maximum of 2 marks. 2 marks can be awarded for 1 developed reason.</p> <p>Other valid answers or further development can be credited</p>	<b>2</b>

Question Number	Answer	Mark
<b>12(b)</b>	<p>1 mark for identifying an issue e.g.</p> <ul style="list-style-type: none"> <li>• Child abuse</li> <li>• Knife crime</li> <li>• Racism in football</li> <li>• A local example</li> </ul> <p>Other valid answers can be credited</p> <p>1 mark for the explanation e.g.</p> <ul style="list-style-type: none"> <li>• Reporting issues</li> <li>• Campaigning</li> <li>• Polls</li> <li>• Encouraging protest/action/support</li> <li>• Creating stereotypes/affecting reputation/image</li> <li>• Only showing one side of the story</li> </ul> <p>Other valid answers can be credited</p>	<b>2</b>

Question Number	Indicative content	
<b>13</b>	<p>Arguments for individuals being more effective</p> <ul style="list-style-type: none"> <li>• Personal enthusiasm/passion</li> <li>• Personal interest</li> <li>• Personal links and connections</li> <li>• Impression on others because of personal experience</li> </ul> <p>Arguments for organisations being more effective</p> <ul style="list-style-type: none"> <li>• More money/resources/members</li> <li>• More connections</li> <li>• More influence/respect/media attention</li> <li>• More knowledge about campaigning</li> </ul> <p><b>Answers that deal only with an individual OR an organisation only will be limited a maximum of 4 marks.</b></p>	
Level	Mark	Description
0	0	The answer does not seriously address the question.
1	1-2	The answer offers just 1 or 2 very simple points without any development.
2	3-4	The answer makes 2 or 3 points but they are fairly superficial with limited explanation.
3	5-6	Well developed points (at least one from each part of the question) supported by simple but acceptable examples with clear explanation.

Question Number	Indicative content	
<b>14</b>	<p><b>Arguments for prison working</b></p> <ul style="list-style-type: none"> <li>• Crime has fallen as prison population has risen</li> <li>• Keeps criminal off the streets</li> <li>• It acts as a deterrent</li> <li>• May offer rehabilitation</li> <li>• May offer education to help ex-offenders get work</li> </ul> <p><b>Arguments against prison working</b></p> <ul style="list-style-type: none"> <li>• More people reoffend having been in prison</li> <li>• Expensive to keep people in prison</li> <li>• Community punishments more effective</li> <li>• Breaks up family life</li> <li>• People lose connections with their community</li> </ul> <p>Other valid answers can be credited</p>	
Level	Mark	Description
0	0	No rewardable material
1	1-2	Basic and/or very brief approach – relying on opinion with basic knowledge and little understanding of the issue.
2	3-4	An approach which relies on opinion but with limited relevant evidence and some knowledge and understanding of the issue. <b>Students who give only one point of view (either for or against) are limited to a maximum of 4 marks</b>
3	5-6	An approach covering both points of view and which uses some evidence to develop limited arguments and demonstrates quite good knowledge and understanding.
4	7-8	A balanced approach covering both points of view and which uses clear evidence to support arguments and demonstrates good knowledge and understanding.

Question Number	Indicative content	
15 QWC	<p><b>Arguments for listening to public opinion:</b></p> <ul style="list-style-type: none"> <li>• The government represents the country so it should listen to people's views</li> <li>• If it wants to be re-elected, it must listen</li> <li>• Issues crop up which were not dealt with in the manifesto</li> <li>• Listening to public opinion will give the public greater faith in government</li> <li>• May speed up reform when public dissatisfied</li> </ul> <p><b>Arguments against listening to public opinion:</b></p> <ul style="list-style-type: none"> <li>• The government should only deal with the issues it promised in its manifesto</li> <li>• People's opinion varies, so whose opinion should it follow?</li> <li>• Pressure groups may not represent the majority</li> <li>• The media may have biased views and influence public opinion</li> <li>• The government has to make choices about how it spends its money so cannot do everything people want</li> </ul> <p>Other valid answers can be credited</p>	
Level	Mark	Description
0	0	No rewardable material
1	1-3	Opinion with little or no reasoning, showing simple knowledge and little understanding of issues and/or events. <i>There are some errors in spelling, punctuation and grammar but the basic meaning is clear.</i>
2	4-6	Opinion with limited reasoning, supported by limited relevant evidence and/or examples showing basic knowledge and understanding of issues and/or events. <b>Students who include ONLY points for, or ONLY points against are restricted to a maximum of 6 marks.</b> <i>Spelling, punctuation and grammar are reasonably accurate and meaning is clear.</i>
3	7-9	Points FOR and AGAINST are included in a simple but reasonably effective discussion which shows some knowledge and understanding of some issues and/or events. <i>Spelling, punctuation and grammar are mostly accurate and appropriate language is used to convey meaning.</i>
4	10-12	Points FOR and AGAINST are included in a mainly balanced and reasoned discussion which shows quite good knowledge and understanding of issues and/or events, based on evidence/argument and leading towards a conclusion. <i>Spelling, punctuation and grammar are accurate &amp; appropriate language is used together with some use of specialist terms</i>

5	13-15	<p>Points FOR and AGAINST included in a balanced, reasoned and coherent discussion which shows good knowledge and understanding of issues and/or events, supported by strong evidence and arguments leading to a reasoned conclusion.</p> <p><i>Fluent and consistently strong use of vocabulary and accurate spelling, punctuation and grammar with use of specialist terms.</i></p>
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