

Oxford Revise | Edexcel A Level Geography | Answers

Chapter 4

All exemplar answers given are likely to be in the top mark band.

Questions 1–9 are point-marked.

1 AO1 = 4

Award 1 mark for one way that the development of global communication has contributed to the acceleration of globalisation, with up to a further 3 marks for an explanation to a maximum of 4 marks.

Relevant content may include:

- Advances in communication and technology have increased the speed of globalisation. Information can now be transferred across the globe in seconds, increasing the rate of the time–space compression.
- Telegraph and telephone cables: allow instant communication, including overseas.
- Mobile phones: phone masts allow calls to be made and data transferred and received within range of a phone signal. Apps allow users fast and flexible access to a range of services from global businesses.
- Internet: high volumes of data are sent around the globe instantaneously at low cost.
- Social networking: social media platforms enable the instant exchange of information.
- Electronic banking: secure financial transactions, 24 hours a day, reduce the need for cash.
- Fibre optics: thin strands of glass or plastic used to transmit data, including for communication (internet), medical imaging, and military operations.
- Satellite technology: receive and transmit signals around Earth. Applications include weather forecasting, real-time location (e.g. GPS), broadcasting, and internet.

Example answer: *Mobile phone technology has led to the spread of information across the world. Social networking has grown through the use of platforms such as X, WhatsApp, Instagram, and Facebook, leading to social globalisation. Economic globalisation has been increased in several ways using mobile phones. Firstly, by the use of online meeting platforms such as Zoom. Secondly, by the use of cloud technology to collaborate on business projects in different parts of the globe. Thirdly, by conducting banking and financial transactions using apps on smart phones.*

2 AO1 = 4

Award 1 mark for one way in which special economic zones have contributed to the spread of globalisation, with up to a further 3 marks for an explanation to a maximum of 4 marks.

Relevant content may include:

- Special economic zones (SEZs) (also called export processing zones (EPZs) in China) were set up by national governments to offer financial or tax incentives to attract foreign direct investment (FDI), which differ from those incentives normally offered by a country.
- These zones offered tax incentives and huge pools of cheap labour.
- Companies from Europe and the USA quickly saw the advantages of outsourcing and relocating into one of southern China's four 'special economic zones', later known as 'export processing zones'. Thus, encouraging the spread of TNCs and globalisation.

- SEZs can specialise in producing goods and services, as part of global production networks, for the global market through export-orientated growth (e.g. manufacturing, technology, and financial services).
- SEZs have good transport and communication links through government investment in deep water ports, road, rail, and internet connections.
- SEZs can encourage the transfer of technology and global business practices from TNCs to the domestic market, encouraging internal development in more disadvantaged regions of a country.
- SEZs located within trade blocs can benefit from preferential access to markets of member states, increasing exports and attracting investment.
- SEZs can be hubs for regional trade, improving the efficiency of transporting exported and imported goods, including increasing economic integration within trade blocs.
- SEZs promote the liberalisation of economies and investment to encourage free trade, a key principle of the World Trade Organization.
- The International Monetary Fund can be involved with the development of SEZs, depending on the host country's economic situation through providing financial, technical, and policy advice and assistance.

3 AO1 = 4

Award 1 mark for one named indicator or index that measures globalisation, with up to a further 3 marks for an explanation to a maximum of 4 marks.

Relevant content may include:

- The AT Kearney Global Cities Index focuses on how cities are linked to global flows of capital, people, and ideas. It assesses the global standing of cities by combining, then ranking data from five key dimensions: business activity, including the top global services companies; human capital, including top-ranked universities; information exchange, including broadband subscribers; and political engagement, including presence of embassies and consulates. By incorporating social, economic, and political data, different aspects of globalisation are included. Although the index is based on major cities, it shows their economic competitiveness and their level of connectivity, linking to the level of globalisation of the countries in which they are situated.
- KOF index, where KOF is an acronym for a German word meaning 'business cycle research institute'. A country's KOF score is calculated by measuring types of interaction: 1. economic globalisation – cross-border transactions and volume of FDI; 2. social globalisation – cross-border contacts (telephone calls, emails, tourists, foreign residents) and information flows; 3. political globalisation – the number of foreign embassies in the country, the country's membership of different international organisations (e.g. the WTO), and its participation in UN peacekeeping activities.

4 AO1 = 4

Award 1 mark for one reason why many people in developing or emerging economies support the global shift of industry, with up to a further 3 marks for an explanation to a maximum of 4 marks.

Relevant content may include:

- The global shift of industry (e.g. manufacturing to China and other parts of SE Asia) has led to increased employment opportunities for local people in developing countries.
- Increasing technical skills and expertise of workers.

- Improved infrastructure development. For example, roads and internet connection needed for industrial development, which also benefits other regions and communities within the country.
- Industrial growth contributes to the multiplier effect, including the growth of the service sector, diversifying the economy.
- Increased access to global markets.
- Increased access to a greater variety of quality products at a competitive price.

5 AO1 = 4

Award 1 mark for one reason why international migration has increased in global hub cities, with up to a further 3 marks for an explanation to a maximum of 4 marks.

Relevant content may include:

- A global hub is a city that is highly connected globally, through international migration, business, and cultural links, and transport infrastructure.
- People with skills and qualifications in areas such as research and development, technology, management, and finance may choose to migrate to global cities as there are more job opportunities and the chance to develop their career.
- Elite international migrants may be attracted by the opportunity to take advantage of differences in tax and residency rules in some countries.
- Low-waged international economic migrant workers are attracted to work in support and ancillary services in global hubs (e.g. in domestic help, construction, and security).
- Additional points may include:
 - Global hub cities are centres for globally renowned universities, focused on education as well as research and development, attracting students, academics, and innovators from across the world.
 - Global hub cities are cosmopolitan, attracting migrants from different cultures, linguistic backgrounds, and ideas, who can make connections and collaborate with diverse communities.
 - Global hub cities are often centres for high-level decision-making within IGOs (e.g. UN, World Bank, EU), attracting international migrants with political and diplomatic skills.
 - Global hub cities are centres for the arts, music, entertainment, and sport, attracting people through the offer of rich cultural experiences.
 - Global hub cities may also be a place of safety for international migrants forced to move away from more politically unstable areas.

6 AO1 = 4

Award 1 mark for one way in which globalisation has increased opportunities for disadvantaged groups, with up to a further 3 marks for an explanation to a maximum of 4 marks.

Relevant content may include:

- Global sports events have increased access for participants with disabilities (e.g. the 2016 Paralympic Games in Rio de Janeiro). More investment and increased global awareness through media coverage have improved opportunities for people from different disadvantaged groups. The number of countries participating, as well as the numbers of athletes, has risen significantly over the past 50 years. This has helped to change attitudes and increase participation of disadvantaged groups in different sports at a local level.

- Globalisation has led to global hubs with increased employment opportunities. In some communities, this will bring increased opportunities for disadvantaged groups, leading to opportunities for skills development and potential increased income.
- Disadvantaged groups may benefit from remittances sent home from international migrants with connections to their families and communities.
- Answers may also include:
 - Globalisation has increased the amount of information accessible to disadvantaged groups through the development of communication technology, increasing educational opportunities and the ability to learn and develop skills and the opportunity to collaborate more widely.
 - Disadvantaged groups (e.g. women, ethnic minorities, rural workers) may benefit from globalisation through contributing to global production networks by producing specialised goods and services, and selling goods and services via e-commerce to a global market.
 - The spread of ideas through globalisation may give a voice to disadvantaged groups in the global arena, encouraging social change through increased awareness of issues such as gender inequality and indigenous rights.

7 AO3 = 4

- (a) Point accurately plotted at the intersection of child mortality = 1.4% and GDP per capita PPP = US\$14,592 (1).
- (b) Child mortality = 2.2%; GDP per capita PPP = US\$11,858 (1).
- (c) $5.6 - 0.3 = 5.3$ (%) (1)
- (d) *One from*: negative correlation (1), negative relationship (1), inverse relationship (1), the higher the GDP per capita, the lower the child mortality rate (1), the higher the child mortality rate, the lower the GDP per capita (1).

8 AO1 = 4

Award 1 mark for one reason why some groups seek to regain their cultural identity within countries, with up to a further 3 marks for an explanation to a maximum of 4 marks.

Relevant content may include:

- Globalisation can lead to the loss of cultures and traditions within some communities, as TNCs and other organisations compete for resources in their local area.
- Increases in logging, mining, and taking land for commercial agricultural production can degrade habitats and threaten traditional rural ways of life.
- Groups may want to regain control of these environments to preserve their local culture (e.g. First Nations, Canada).
- Groups may want to regain control of their cultural identity to strengthen their heritage, customs, and language after a period of colonisation or oppression by another dominant group within the country, particularly for younger generations within the community.
- Groups may feel threatened by globalisation bringing more homogenous products (e.g. fashion), culture (e.g. English as a dominant language), and values (e.g. 'western' ideas and behaviours).
- Groups may want to increase their sense of belonging in a fast-changing, international world by reconnecting with cultural roots and traditions.

- Groups may want to promote their cultural identity to improve sustainable practices or develop cultural tourism opportunities for the local economy.

9 AO1 = 4

Award 1 mark for one reason why local groups and NGOs promote local sourcing, with up to a further 3 marks for an explanation to a maximum of 4 marks.

Relevant content may include:

- Local groups support locally sourced products because, when locally sourced products are bought, this directly supports local farmers and businesses. Money from this circulates money in the local economy, and so sustains local employment.
- Sustainability is increased as food miles are reduced if goods are produced and consumed within a smaller area, as transport costs and environmental impacts are reduced.
- Supporting local businesses helps them compete with larger companies, including TNCs. This keeps the economy more diverse and resilient to external shocks such as increases in the prices of imported food.
- Local products are part of an area's heritage and cultural identity. So, supporting producers helps to maintain a region's traditions and heritage.
- Local products may produce better quality, fresher products.
- More direct contact between producers and consumers, such as through selling produce in farm shops and supermarkets, increases traceability, leading to improved consumer trust.
- Local people may want to buy local products to help build up community feeling in the area.

Questions 10–18 are level-marked.

10 AO1 = 3 / AO2 = 9

Level	Marks	Description
	0	<ul style="list-style-type: none"> No rewardable material.
1	1–4	<ul style="list-style-type: none"> Demonstrates isolated elements of geographical knowledge and understanding, some of which may be inaccurate or irrelevant. (AO1) Applies knowledge and understanding of geographical information/ideas, making limited logical connections/relationships. (AO2) Applies knowledge and understanding of geographical information/ideas to produce an interpretation with limited relevance and/or support. (AO2) Applies knowledge and understanding of geographical information/ideas to make unsupported or generic judgements about the significance of few factors, leading to an argument that is unbalanced or lacks coherence. (AO2)
2	5–8	<ul style="list-style-type: none"> Demonstrates geographical knowledge and understanding, which is mostly relevant and may include some inaccuracies. (AO1) Applies knowledge and understanding of geographical information/ideas logically, making some relevant connections/relationships. (AO2) Applies knowledge and understanding of geographical information/ideas to produce a partial but coherent interpretation that is mostly relevant and supported by evidence. (AO2) Applies knowledge and understanding of geographical information/ideas to make judgements about the significance of some factors, to produce an argument that may be unbalanced or partially coherent. (AO2)
3	9–12	<ul style="list-style-type: none"> Demonstrates accurate and relevant geographical knowledge and understanding throughout. (AO1) Applies knowledge and understanding of geographical information/ideas logically, making relevant connections/relationships. (AO2) Applies knowledge and understanding of geographical information/ideas to produce a full and coherent interpretation that is relevant and supported by evidence. (AO2) Applies knowledge and understanding of geographical information/ideas to make supported judgements about the significance of factors throughout the response, leading to a balanced and coherent argument. (AO2)

Relevant content may include:

AO1

- Evolution of transportation since the nineteenth century has been significant in the growth of globalisation.
- Transportation is particularly important for the movement of goods (global trade) and of people (international migration).

AO2

- Railways, particularly in Europe, led to an increase in the transport of goods on a continental basis between countries.

- Larger amounts of raw materials and manufactured goods could be transported by train than by road.
- As technology such as high-speed freight trains and refrigeration units developed, higher volumes of a wider range of commodities and goods, including perishables, could be transported to the market.
- Intermodal networks, where two types of transport link together, also increased trade opportunities. For example, rail links servicing ports, enabling products to be linked to shipping routes to increase exports.
- Shipping technology has also changed over time. Steam ships increased the speed at which goods could be carried along shipping routes, contributing to the 'shrinking world' concept and reducing the time for goods to reach the market.
- In the twentieth century, containerisation and the growth in size of container ships increased both the volume of goods carried by ship and the speed by which they can be loaded and unloaded onto ships, contributing to the globalisation of trade.
- The development of the jet engine increased the speed of aircraft and enabled them to fly further without stopping.
- While air transport developments are important for the trade of some types of goods (e.g. flowers), this advancement was significantly important for the movement of people, as there was less travel time between short- and long-haul destinations.
- Pre internet, this was important for people to move between countries, and within large ones, to conduct business or to facilitate migration, including for employment.
- Advancement in air travel also stimulated the growth of the tourism industry, leading to increased economic globalisation along with the spread of ideas and culture (e.g. food) from different countries.

Possible lines of assessment might be:

- Developments in shipping have been most important for the globalisation in the trade in goods.
- Developments in aircraft technology have been more important for the global movements of people, leading to increased economic and social globalisation.

Example answer: *The evolution of transportation since the nineteenth century has been significant in the growth of globalisation. It has been particularly important for the movement of goods (global trade) and of people (international migration).*

In terms of goods, the development of railways, particularly in Europe, led to an increase in the transport of goods on a continental basis between countries. Larger amounts of raw materials and manufactured goods could be transported by train than by road. As technology such as high-speed freight trains and refrigeration units developed, higher volumes of a wider range of commodities and goods, including perishables, could be transported to the market. Intermodal networks where two types of transport link together also increased trade opportunities. For example, rail links servicing ports enabling products to be linked to shipping routes to increase exports. Shipping technology has also changed over time. Steam ships increased the speed at which goods could be carried along shipping routes, contributing to the 'shrinking world' concept and reducing the time for goods to reach the market. In the twentieth century, containerisation and the growth in size of container ships increased both the volume of goods carried by ship and the speed by which they can be loaded and unloaded onto ships, contributing to the globalisation of trade.

The development of the jet engine increased the speed of aircraft and enabled them to fly further without stopping. While this was important for the trade of some types of goods (e.g. flowers), this advancement was significantly important for the movement of people, as there was less travel time between short- and long-haul destinations. Pre internet, this was important for people to move between countries, and within large ones, to conduct business or to facilitate migration, including for employment. Advancement in air travel also stimulated the growth of the tourism industry, leading to increased economic globalisation along with the spread of ideas and culture (e.g. food) from different countries.

Overall, it can be argued that developments in shipping have been most important for the globalisation in the trade in goods. Developments in aircraft technology has been more important for the global movements of people, leading to increased economic and social globalisation.

11 AO1 = 3 / AO2 = 9

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	0	<ul style="list-style-type: none"> No rewardable material.
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Relevant content may include:

AO1

- National governments can promote globalisation by making policies that favour trade liberalisation.
- National governments can reduce trade barriers such as tariffs and quotas to encourage international trade.
- National governments can also decide to be part of trade blocs, increasing access to markets and interactions with other countries/trade blocs, increasing globalisation.

AO2

- By decreasing tariffs, national governments allow the price of imported goods to be reduced, making them more competitive.
- Removing quotas allows more foreign goods to be imported into a market.
- Increasing the flow of goods and services across borders increases the variety and choice for consumers, exposing them to a wider range of global brands.
- Governments can offer incentives for TNCs to locate in their country.
- They use tax breaks, subsidies, and relaxed regulations to attract foreign direct investment (FDI).
- By creating SEZs, governments increase economic activity and increase global trade.
- Companies in SEZs may employ foreign nationals, which increases globalisation through international migration.
- SEZs may also promote activities that develop and share technology in partnership with countries.
- National governments can invest in infrastructure such as roads, rail, and ports, which encourages intermodal transport, increasing the volume of trade and the speed at which it reaches the market.
- They can adopt policies that encourage research and development of new technologies, as well as promoting entrepreneurship and new startups.
- Acting with other countries as members of free trade blocs, national governments can promote free trade of goods and services.
- The 27 member states of the EU operate within a single market, so trade within them is not restricted by trade barriers.
- Freedom of movement of goods, services, capital, and people increase economic activity and interconnectivity.
- Trade blocs such as the EU create trade agreements with those outside the bloc, such as the EU and the UK, promoting international trade.

Possible lines of assessment might be:

- National governments can act independently or as part of a larger group to promote free trade, increasing globalisation.
- National governments when part of trade blocs may have arguably more influence on globalisation, as they can have higher volumes of trade and wider international connections.
- Trade blocs have helped the process of globalisation, increasing interdependence of countries and organisations.
- National governments can influence globalisation through their individual policies, especially through FDI and SEZs.

12 AO1 = 3 / AO2 = 9

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Relevant content may include:

AO1

- Physical reasons why some locations remain 'detached' or more isolated from global markets: 'remote' geographical locations or being landlocked.
- Economic reasons why some locations remain 'detached' or more isolated from global markets: major income source are lower-value primary products; under-skilled workforce due to poor education system.
- Political reasons why some locations remain 'detached' or more isolated from global markets: authoritarian governments with isolationist policies.
- Environmental reasons why some locations remain 'detached' or more isolated from global markets: susceptibility to the effects of climate change.

AO2

- Physical features such as coastlines are important. Countries that are landlocked do not have direct access to seaports.
- This is very important for global trade, because unless they are flown out of the country, goods have to pass through other countries by road, rail, or river.
- This increases the time taken for goods to reach global markets and makes countries dependent on stable relations with neighbours to access trade routes.
- TNCs may also be put off investing in the country, as it is harder for them to import raw materials and components and export finished products.
- Economic factors are important as these link to the ability of a country to produce goods and services for the global market.
- If countries have an economy that relies on subsistence agriculture, they will be able to produce surplus to sell for export.
- Countries with lower literacy rates due to poor access to education may not have workers with the skills needed for a wider range of higher-earning manufacturing or service employment.
- TNCs may choose to invest in other locations, leaving the country further isolated.
- Political factors can be very important. The policies and attitude of governments towards global trade and the outside world can have a strong influence on whether a country is 'switched on or off'.
- Authoritarian governments, such as North Korea, may limit connections with the international community, including foreign governments and TNCs.
- They may limit media and internet connectivity and try to become self-sufficient.
- Environmental factors are becoming increasingly important, particularly with climate change.
- Areas with extreme climates (e.g. hot/cold/dry) may find it difficult to develop transport networks (unless there is a large amount of innovation and investment).
- Some parts of countries may be very difficult to connect to the global market.
- Climate change may reduce agricultural production in some areas (e.g. the Sahel), limiting exports.
- For North Korea, a 'detached' country with a very low GDP per capita, the most important reason is political isolation.
- The current government is a hereditary autocracy which limits connectivity with the international community.
- There are low levels of official trade between North Korea and other countries.
- International movements are highly restricted or forbidden, such as tourism and emigration.
- Internet is only allowed with special permission.

Possible lines of assessment might be:

- Physical reasons are more important, as landlocked countries have more limited trade routes and have to rely on neighbouring countries to export and import many types of goods.
- Economic reasons are important, as dependence on lower-value exports and higher-value imports make it difficult for economies to grow (trade deficits).
- Political reasons are important, as authoritarian governments such as North Korea actively promote more isolationist policies, leaving the country 'detached'.
- Environmental reasons are important and will potentially affect more countries in the future due to the impacts of climate change on agricultural production.

13 AO1 = 3 / AO2 = 9

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Relevant content may include:

AO1

- The movement of manufacturing to Asia, including China, has led to environmental change in both deindustrialising countries and those with a growing manufacturing economy.
- There have been benefits and costs for both the built and natural environment.
- The level of impacts on the environment depends on many factors, such as the type of industry involved, the effectiveness of environmental regulations, and the level of innovation and technology in making industries more environmentally sustainable.

AO2

- There are many challenges for the natural environment caused by the global shift.
- Many places have experienced increased levels of pollution because of industrial development.

- Waste products resulting from manufacturing processes include the release of air pollutants into the atmosphere from combustion, contamination of ground water and water courses, and dumping of solid waste onto landfill sites.
- Greenfield sites developed for new factories can lead to a loss of biodiversity and habitats. Agricultural land may also be lost to development, leading to a loss of crop yields.
- Industrialisation can bring challenges for the built environment.
- The global shift has increased rural-to-urban migration, as workers are attracted to new employment opportunities.
- Houses are needed for workers, sometimes causing unplanned settlements or informal housing on the edge of cities to develop.
- In the developed world, the global shift causes buildings to become derelict and land contaminated, making it more difficult and more expensive to redevelop.
- Energy demands of industry can put a strain on natural resources. Fossil fuels may still be used, as sufficient renewable energy sources are not available.
- This increases carbon emissions, increasing global warming and affecting climate change.
- The global shift can have positive consequences for the natural and built environment.
- In the developed world, old industrial areas can be cleaned up and repurposed for other land uses such as residential, tourism, and services (e.g. London Docklands).
- In economies that have attracted industry, the built environment may be improved through investment in infrastructure, such as better-quality roads, more effective drainage, and improved sewerage.
- TNCs bring investment which may be put towards developing greener energy, such as renewables. Companies may bring knowledge of ways to increase energy efficiency and waste reduction to make their production more sustainable.
- Governments are more aware of the impact of industry on the environment and may put stricter regulations and monitoring in place to improve environmental standards.

Possible lines of assessment might be:

- Some argue that the global shift has created more costs than benefits, particularly in relation to the natural environment.
- Many initiatives have been put forward to reduce the environmental impacts of industry in emerging economies with different degrees of success. For example, improvements in environmental legislation in EMEs.

Note that you should also include details from examples you have studied.

14 AO1 = 3 / AO2 = 9

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Relevant content may include:

AO1

- Migration can bring economic costs and economic benefits to both the source and destination countries.
- Migration can be internal or international.
- These include impacts linked to money (e.g. remittances for those in the source area, impact of the multiplier effect in the destination economy) and employment (e.g. labour shortages in the source area, opportunities for higher-income jobs in the destination area).

AO2

- For the source country, there are many economic costs of migrants leaving the country.
 - The brain drain can occur as skilled workers move elsewhere to earn money.

- These can include health, education, and business professionals who are not practising their skills in the source country, affecting the level of development of a country.
- Brain drain causes a reduction in the percentage of economically active people in a population, reducing the number of workers available in some professions and causing a skills gap.
- Less tax will be paid to the government. It will need to pay for the increasing dependent (young and/or elderly) population.
- Businesses may close due to rural depopulation.
- However, there are also economic benefits for the source country.
 - Income is gained by families in the source country through remittances.
 - There may be less expenditure for the government on certain services used by the economically active population (e.g. health).
 - Migrants who eventually return home are likely to have developed skills that can be used to boost their home economy. There may be increased employment opportunities for those who remain.
- For the host country, economic costs may include an increase in the cost of services (e.g. health and education for migrants).
- Housing may also have to be subsidised for certain groups.
- However, migrants help to fill labour shortages in the host country in a range of low- and high-skilled sectors (e.g. agriculture, hospitality, and healthcare).
- Migrants earn money and spend it in the local economy and pay taxes to the government.
- Increasing the number of economically active people reduces the proportion of dependents in the host country, reducing costs for the government.
- Migrants are diverse and dynamic and bring skills to the host country (e.g. entrepreneurship).

Possible lines of assessment might be:

- The economic impact of migration varies from location to location.
- Different impacts on source area and destination area.
- Differences in impacts between internal and international migration streams.
- For some places, the economic benefits are greater for the destination country than for the source country.

Note that you should include details from examples of migration streams you have studied to help expand your points.

15 AO1 = 3 / AO2 = 9

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1	1–4	<ul style="list-style-type: none"> Demonstrates isolated elements of geographical knowledge and understanding, some of which may be inaccurate or irrelevant. (AO1) Applies knowledge and understanding of geographical information/ideas, making limited logical connections/relationships. (AO2) Applies knowledge and understanding of geographical information/ideas to produce an interpretation with limited relevance and/or support. (AO2) Applies knowledge and understanding of geographical information/ideas to make unsupported or generic judgements about the significance of few factors, leading to an argument that is unbalanced or lacks coherence. (AO2)
2	5–8	<ul style="list-style-type: none"> Demonstrates geographical knowledge and understanding, which is mostly relevant and may include some inaccuracies. (AO1) Applies knowledge and understanding of geographical information/ideas logically, making some relevant connections/relationships. (AO2) Applies knowledge and understanding of geographical information/ideas to produce a partial but coherent interpretation that is mostly relevant and supported by evidence. (AO2) Applies knowledge and understanding of geographical information/ideas to make judgements about the significance of some factors, to produce an argument that may be unbalanced or partially coherent. (AO2)
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Relevant content may include:

AO1

- Cultural diffusion is the spread of ideas, practices, and behaviours around the world.
- TNCs, technology, tourism, and migration have contributed to globalisation by increasing connectivity and interrelationships across the world.

AO2

- TNCs significantly influence the diffusion of cultures.
- The largest and most influential TNCs tend to be from 'western' countries, such as the USA and Europe.

- Companies such as Apple, Microsoft, and Nike have large global operations and their products have large global markets.
- Products, including fashion brands, are also seen as desirable by younger consumers, and this can help to spread western brands more rapidly in other world regions.
- Different cultures can be spread rapidly round the world via the internet and smart phones.
- Technology allows information to be transmitted and shared instantly around the world.
- The rise of social media platforms such as TikTok, YouTube, and X (formally known as Twitter) spread ideas quickly. Some argue that this is one of the most effective ways of globalisation as not only is information shared quickly, but it can also reach a large amount of people via smart phones, influencing personal trends and behaviour.
- Media corporations such as Disney and the BBC have spread western ideas. More recently, streaming services (e.g. Netflix) have also contributed to the spread of other cultures and languages.
- The growth of tourism has led to the diffusion of cultural ideas, behaviours, and languages.
- Destinations may have multilingual guides and 'western food' to appeal to some of their customers.
- Tourist resorts may have different attitudes to alcohol tolerance or dress codes than in other parts of the country to accommodate tourist demands.
- Migration has also led to cultural diffusion. As migration is a global phenomenon, migrants may diffuse a range of cultures, not just those from a western culture.
- Migrants can bring their own culture and traditions (e.g. food), which may become popular in the destination location.
- Migrants may help to share skills and practices with communities in their host country.
- Migrants can also influence the diffusion of culture in the built environment (e.g. by communities establishing religious buildings).

Possible lines of assessment might be:

- Some argue that the increase in international migration has been a major factor in cultural diffusion.
- Some may argue that in the twenty-first century, it has been a combination of TNCs and the use of the internet that have allowed cultures to spread more quickly and easily.

16 AO1 = 3 / AO2 = 9

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Relevant content may include:

AO1

- Development gap extremities in countries are the differences between different measures of development (economic, social, political, environmental) between different areas of a country.
- The differences between higher and lower levels of development may be caused by different factors, e.g. historical, locational, economic, social, environmental, political.
- Globalisation has also led to dramatic increases in development for some countries but has led to a widening development gap extremities within countries, including through the influence of TNCs and FDI.
- The Gini Coefficient measures the level of income inequality of a country by focusing on the distribution of household income, indicating the severity of the development gap within countries.
- The concept of 'Core-periphery' can also explain regional inequalities within a country.

AO2

- Historical: Some countries with significant development gaps were former colonies. The extraction of resources and the establishment of centres for colonial rule and trade left behind a legacy of economic imbalance. The transition from post-colonial rule to independence may have involved political and economic instability, leading to unequal development levels within a country.
- Physical: a country's location may influence levels of development within it. Areas of country that are coastal or near major rivers benefit from closer access to trade routes. Some regions of a country may be more remote due to the physical landscape (e.g. mountains, extreme climate) or through lack of investment in infrastructure.

- **Economic:** Income inequality may be significantly different between different areas of a country, for example Gini Coefficients for the UK (32.6) and South Africa (63) suggest that South Africa has a higher level of income inequality, contributing towards a higher development gap within the country than in the UK. This may be due to a range of factors such as resource endowment and exploitation, economic policies e.g. internal (favouring urban over rural regions for investment, level of financial support for deindustrialised areas) or external (impacts of international trade policies and relationships on different regions within a country, the ability of a region to attract FDI, particularly from the location of resource exploitation or manufacturing hubs by TNCs, concentrations of higher value tertiary and quaternary sectors in urban centres). International debt crisis may also affect a country's ability to invest in poorer regions.
- **Social:** Different levels of investment in health and education systems between different regions; cultural differences between regions; different levels of gender equality between regions.
- **Political:** Levels of political stability between regions. Areas with weaker political institutions may deter foreign investment. **Corruption:** areas where corruption is high may have less money for investment in key services.
- **Environmental:** Some regions may be more vulnerable to climate change impacts which can be both short term (extreme weather, flooding) or long term (drought), leading to slower development and increased poverty. Some regions' environments may be damaged by resource extraction or by air, water, land, noise pollution from economic activities.
- Key concepts such as Globalisation and Core periphery can also help to explain development disparities within countries.
- **Globalisation:** can disproportionately benefit certain regions, particularly those linked to global manufacturing supply chains or tourist centres. These regions are likely to benefit from the local multiplier effect of TNCs and FDI or increased foreign exchange from income from tourism. Globalisation also triggers migration within a country. Internal migrants may move from poorer rural areas to wealthier urban areas. This can lead to reduction of threshold populations for key services in rural areas and the growth of slums in urban areas. Pockets of wealth may develop in rural regions due to internal migrants sending remittances back to their home communities.
- **Core Periphery:** some countries may have core regions with higher concentrations of economic activities and populations leading to a higher share of a country's wealth than more underdeveloped peripheral areas which have experienced economic decline or lack of investment.

Possible lines of assessment might be:

- Candidates should use a range of examples to demonstrate the development gap within countries.
- They should discuss the different causes for development inequalities within their chosen countries and assess which factors are or have been more important.
- Candidates could also compare countries to discuss how a particular factor (e.g. environmental) may have been more significant when explaining one country's development gap compared to a contrasting country.
- Candidates may find that globalisation, including TNCs and FDI has been an important factor when assessing recent widening of the development gap within their country.

17 AO1 = 3 / AO2 = 9

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Relevant content may include:

AO1

- Some locations have tried to control the spread of globalisation in different ways and with different levels of success.
- Methods include censorship, migration control, and trade protectionism.

AO2

- Some may argue that censorship is an effective way to slow down globalisation. Censorship is the restriction of information.

- Countries with strict censorship rules (e.g. North Korea) can limit the use of a wide range of media, including internet-based communication, films, and print media.
- Foreign media can be monitored or forbidden and some apps on smart phones made unavailable, with the population using local alternatives.
- Censorship can stop the spread of ideas globally, but this can depend on the type of government and their ability to enforce the censorship rules.
- Others argue that limits to migration can prevent the spread of globalisation.
- Governments can control immigration (e.g. through visas and emigration, and permission to leave). Many countries have brought in schemes to control migration, with new migrants having to meet certain criteria to be able to stay. Those with certain skills may be given priority.
- Limiting who can move into and out of a country may control the spread of migration, which in turn will affect levels of globalisation.
- Illegal migration may take place, making it more difficult for governments to control globalisation.
- Trade protectionism is another way governments can control the spread of globalisation. Countries may limit imports to protect their domestic industries.
- Governments can impose tariffs on imported goods, quotas (maximum amount of traded goods), or give subsidies to financially protect their own industries from fluctuations in value of goods on the global market.
- However, 164 countries are members of the World Trade Organization (WTO) which promotes free trade, so trade protectionism may not be favoured by some countries.

Possible lines of assessment might be:

- Focus on government-level control of globalisation through censorship, migration control, and trade protectionism.
- Local action in some locations (e.g. local sourcing of products to control spread of globalisation), but these may be less effective or only on a small scale.

18 AO1 = 3 / AO2 = 9

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Relevant content may include:

AO1

- Whilst bringing benefits such as consumer choice, increased product quality and reduced prices due to wider market competition, concerns have been raised at the spread of globalisation.
- Initiatives to de-globalise (e.g. local sourcing) and ethical and environmental concerns about production and consumption have been put forward as a response to the spread of globalisation.
- Local sourcing is the ability to provide products for the consumer which only have to be transported from the local vicinity, saving transportation costs and reducing carbon emissions as well as supporting local employment.
- Ethical concerns about unsustainability regarding worker exploitation through cheaper labour have been raised and cultural erosion through the spread of ‘western’ products, language and practices.
- Environmental concerns about unsustainability regarding the damage to the environment caused by production, transportation and consumption as well as the use of finite resources have been put forward. Recycling can be an effective way to manage resource consumption and reduce the ecological footprints of products.
- Resources such as glass, paper, and plastics can be conserved through recycling, rather than extracting raw materials for products.

AO2

- Local sourcing as response to globalisation.
- Links to ‘Think global, act local’ strategy, allowing people to purchase good quality local products and reduce their carbon footprint; supports the local economy by generating and keeping money within it, allowing for reinvestment that benefits local people; conserves traditional manufacturing methods and

products, maintaining diversity and heterogeneity of choice; farmers can add value to products e.g. organic ice cream, or create new products e.g. wine; local communities can benefit e.g. Tormorden transition town, Lancashire, UK.

- Limitations of local sourcing as a response to globalisation.
- Prices can be higher than products obtained through global supply chain as they do not benefit from economies of scale, making them inaccessible for people on low incomes; less variety due to availability of local expertise, resources, climate; reduces income for producers in other parts of the world, including LICs; production techniques may require increased energy use e.g. using greenhouses to make the quantity required to meet market demand.
- Ethical concerns about unsustainability as a response to globalisation.
- Increased awareness about buying more ethically, including fair trade products, so employees get a fairer wage through gaining a minimum price for their products; Increased awareness of production methods of TNCs e.g. the fast fashion industry; pressure on TNCs and governments by consumers and NGOs to support fairer, safer working conditions for workers and have more stringent compliance practices in their global supply chain; increased awareness of TNCs to show 'social responsibility'; increased awareness of need to protect and promote local culture, traditions and language.
- Limitations of ethical concerns about unsustainability to globalisation.
- Practical and longer term difficulties of being able to completely opt out/boycott many different products; more ethically produced goods are more expensive, pricing out lower income customers; Sometimes difficult to source ethical products in some markets; cost and logistics of independently monitoring and inspecting companies (including outsourcing firms) to ensure safe, fair working conditions are being met; not all producers can join fair trade schemes ; English a major language in many sectors of the global economy including technology, transport and communication, global business and politics.
- Environmental concerns about unsustainability as a response to globalisation.
- The unsustainable use of finite resources in global production has resulted in an increased focus in the reduction of use, recycling and reuse of products; increased carbon footprint/food miles can change consumer choices to buy more locally and food products more seasonally; increase in R&D to reduce need for finite raw materials by developing substitute materials.
- Limitations of environmental concerns about unsustainability as a response to globalisation.
- Success in reduction of use, recycling and reuse of products relies on many factors including: consumer awareness, behaviour, education and accessibility to recycling; government policy including commitment to the circular economy, investment, communication; growth of green technologies; some materials are more difficult and more expensive to recycle; need for countries to balance economic development with environmental protection.

Possible lines of assessment might be:

- Candidates should discuss all parts of the question i.e. the approach of local sourcing and its limitations, ethical concerns and their limitations, and environmental concerns and their limitations, as a response to globalisation.
- Candidates should use a range of examples to help assess each part of the question and ensure they formulate an overall judgement based on their ideas.
- Candidates may discuss economic factors as being highly significant in the response to the spread of globalisation e.g. affordability and availability of products, ability to invest in greener technology, including recycling and reuse. This may affect the spread of globalisation in LICs and MICs.