



CANDIDATE
NAME

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CENTRE
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CANDIDATE
NUMBER

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0510/12

May/June 2021

1 hour 30 minutes

No additional materials are needed.

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.
- Dictionaries are **not** allowed.

- The total mark for this paper is 60.
- The number of marks for each question or part question is shown in brackets [].

This document has **16** pages. Any blank pages are indicated.

Exercise 1

Read the article about working as a zookeeper, and then answer the following questions.

Job profile – zookeeper

This month, we're looking at what a zookeeper does. Could this be the job for you? We interviewed Karin Dixon, who's been a zookeeper for 14 years, about her work.

Karin's day starts early. 'There are many jobs to be done each morning, the most obvious of which is to feed and check the animals,' she says. 'But before this, all the zookeepers go to a meeting. It's always brief, but it's important as this is when everyone agrees who's doing what, and we're given relevant updates.' Karin then explains that although she spends parts of the day working alone, the ability to work in a team is essential.

When Karin tells people what her job is, a common reaction is that she must have the best job in the world, because it just involves playing with animals all day. 'I can't argue with the first point, as I think zookeeping is a hugely rewarding career,' she comments. 'But the second couldn't be further from the truth. I don't know where they get the idea that there is very little hard work to do.' However, Karin says she enjoys all aspects of it, even working in the pouring rain. When asked what the highlights are for her, she says she loves giving talks to visitors, which of course means that a zookeeper needs to have excellent communication skills. 'But above all,' she admits, 'it's that no two days are ever the same.'

I ask Karin to tell me more about her role. 'Each day, I spend time observing a particular group of animals. Sometimes they just stay out of sight, so you need patience! We have to count them, and check their health, so attention to detail is vital. And it's not just physical health – their mental health is important too.' She explains that hiding the animals' food is something she does, so they have to work out where it is. And while the animals are focusing on that, it's a great opportunity for the zookeeper to make some notes or clean up quickly. Altering the position of objects in their living areas is another trick to help keep animals in good shape mentally.

The zoo where Karin currently works plays an important role in animal conservation – there are several endangered species there, and the zoo is involved in a breeding programme to increase their numbers. 'One of my favourites here is a small monkey called the cotton-top tamarin,' says Karin. 'It has got a huge personality for its small size. But it's the long hair on its head that people notice, and which explains why it's called what it is.' She then tells me that they are one of about 27 000 species which are in danger of extinction, and that around 2000 individuals were left when they were last surveyed in their native Colombia in 2008.

I ask Karin how easy it is to get a zookeeping job. She explains that it's good to get a qualification in a subject like biology or zoology, although in her case it was in genetics, after which she began doing medical research. At the same time, she was volunteering at her local zoo, and when a vacancy came up, she realised she was more interested in working with animals. She applied, and got the job. She points out that there's a lot of competition for this type of work: 'It's well worth getting work experience at a zoo or wildlife park if you're interested. It proves you have the willingness to learn, which is an essential requirement.'

So, have you got what it takes?

- 1 What is the first thing that Karin has to do at the zoo each day?
..... [1]
- 2 What do many people believe about zookeeping which is actually **not** true? Give **two** details.
.....
..... [2]
- 3 What does Karin like most about her job?
..... [1]
- 4 How do zookeepers try to keep animals' minds active? Give **two** details.
.....
..... [2]
- 5 What gives the cotton-top tamarin its name?
..... [1]
- 6 How many cotton-top tamarins are estimated to live in the wild?
..... [1]
- 7 Which subject did Karin study at university?
..... [1]

[Total: 9]

Exercise 2

Read sections **A–C** of a magazine article about a man who owns the largest private collection of letters in the world. Then answer Question **8(a)–(h)**.

Dear Pedro...

One man's passion for handwritten letters

A

Pedro Corrêa do Lago owns 100 000 handwritten letters – the largest private collection of letters in the world. Not all of them are addressed to him, and some he has paid a substantial sum of money for. The letters are stored in several filing cabinets, which are so heavy that they have to be kept on the ground floor of his home in Rio. When he began his collection, it was the senders' signatures he was mainly interested in – at that time, collecting autographs was a popular hobby. Pedro says that these days most young people are much more interested in selfies. Even so, he has no plans to stop collecting letters. It is a passion that goes back about 50 years and began as a result of a fascination with a large red book called *Who's Who*, which his father had bought. This listed details of a wide range of celebrities, including their home addresses.

B

When he was 12 years old, Pedro wrote to JRR Tolkien, author of *The Lord of the Rings*, and François Truffaut, whose film *The Wild Child* he had just seen, asking for their autographs. Tolkien's secretary was quick to respond, explaining that the author received so many requests like this that he had decided to decline them all. From Truffaut, there was nothing. Two months passed, and during this time Pedro forgot about the letters and was moving on to other hobbies typical of 12-year-old boys. Then one day, when he came home from school, he was surprised to find a parcel with his name on it waiting for him in the hallway. He opened it, and discovered it contained a copy of the book that had inspired Truffaut's film. Inside the front cover, he found a message beginning 'Dear Pedro...' that the director had written to him.

C

'That message changed my life,' says Pedro. 'I was so excited, I wrote to many more famous people. I would rush home from school to see if people like the artists Miró, Picasso and Chagall, or the writer Iris Murdoch had sent me a letter.' And one by one they all did, apart from Picasso. After a few years, Pedro had received dozens of letters, and he has been expanding his collection steadily since that time. These days, he says the collection is less about his favourite authors and artists, and he is focusing more on a broader project about western culture. He is collecting letters from the four or five thousand people he feels have played the most important roles in the fields of history, music, literature, art, science and entertainment. He regularly goes to sales, and has an eye for a good deal. Even so, he has to work overtime in his day job as an art dealer to pay for some of his more expensive purchases.

8 For each question, write the correct letter A, B or C on the line.

Which section includes the following information?

- (a) a reason why someone was unwilling to reply to him [1]
- (b) an object that first inspired him to start writing letters [1]
- (c) an unexpected delivery [1]
- (d) one exception to a series of successes [1]
- (e) a time when his interests changed temporarily [1]
- (f) a reason for the location of his collection [1]
- (g) an explanation of how his collection has changed [1]
- (h) the suggestion that what he collects is old-fashioned [1]

[Total: 8]

Exercise 3

Read the article about a furniture designer called Jez Richmond, and then complete the notes.

Jez Richmond – furniture designer

Jez Richmond has been designing furniture for about 10 years. 'I just love working with my hands, producing something that looks good and has a practical purpose,' he explains. For the past three years, he has run his own business from a studio in his back garden. 'I've discovered that it isn't enough just to be good at making something,' he says. 'There's more to running a design business than that.'

Jez never intended to become a designer. Although he was good at most subjects at school, it was art that he enjoyed most of all. He got a place at art college, and also worked part-time in a second-hand furniture shop. While working there, he often had ideas for things he could make himself. He realised that doing something practical was the key to having these creative thoughts.

He started making his own items of furniture, which he describes as 'a range of peculiar and odd-shaped pieces'. He only sold a few, but was given some good advice – to work out what sort of people your customers are. Since doing that, he's found that he's been selling more. 'I've come to understand that you also need to consider how much people will pay,' he explains. 'That's essential if you want to make a living from your creativity.'

Jez's furniture is hard to describe – he really has a style of his own. I asked him where his creative thoughts come from. 'I'd say that it's by letting yourself daydream,' he explains. 'I'm sure most creative people would agree with me on that, though to someone else it might just look like I'm being lazy!' But what happens if those ideas don't appear? I asked Jez if he ever felt like giving up when that happens. 'To keep a business going, I've realised it's important to have a strong sense of motivation. So when I'm lacking inspiration, going for a long walk is often the answer. By the time I get home, I've usually got something in my head to start working on.' Jez goes on to describe walking past an old bookshop one day on his way home. 'I just decided to pop in, for no particular reason. I'd never been in there before, but I could feel ideas forming within minutes – so I'd also say that putting yourself in unfamiliar places is something that really helps.'

I asked Jez if there are other furniture designers who he admires. He names a couple of people that I haven't heard of, who he follows on social media. 'I now know that it's essential to be aware of your competitors – from a business point of view. But I've never wanted to take their ideas – I want my own, not someone else's. I actually find that looking through an old notebook is a better source of inspiration.' He takes one down from a shelf. It's full of drawings, notes, even bits of paper stuck here and there. He finds a page, then laughs as he shows me a photo of a chair he once made entirely from wire. 'It was so uncomfortable! But what I made next was a vast improvement. I've realised that making mistakes can be a good thing, as it often helps you to think of a way of creating better designs.'

You are going to give a talk to your class at school about making a living by doing something creative.

Prepare some notes to use as the basis for your talk.

Make short notes under each heading.

9 The best ways to come up with ideas:

-
-
-
- [4]

10 What Jez has learned about running a business:

-
-
- [3]

[Total: 7]

Exercise 4

- 11 Read the article from a school magazine about a popular chain of stores called *The Body Shop*.

Write a summary about what the student learned during their business studies lesson about *The Body Shop*.

Your summary should be about 80 words long (and no more than 90 words long). You should use your own words as far as possible.

You will receive up to 6 marks for the content of your summary, and up to 6 marks for the style and accuracy of your language.

The Body Shop

You've probably heard of *The Body Shop*, as it has stores in many countries around the world. At school last week, we studied *The Body Shop* as part of our business studies course. We had to find out some information before the lesson, so I already knew some facts, but then I learned a lot more during the lesson.

The Body Shop sells cosmetics – things like make-up and shampoo. I knew this already because my mum buys things there. I hadn't realised until the lesson that it sells cosmetic products for men as well as women.

Before the lesson, I did some research online. I read that *The Body Shop* was set up by a British woman called Anita Roddick, and the first store opened in the UK in 1976. Apparently, the idea for the store was inspired by a similar store in California that had the same name – one of my friends told us that in the lesson. I'd also read through my research that the company was successful from the start, expanding quickly throughout Britain, then into Europe and worldwide. In the lesson, I discovered that the first overseas store opened in Belgium. Our teacher also told us that *The Body Shop* is now owned by a Brazilian company.

Before the lesson, I'd noted that Anita Roddick's original idea was to sell products made with natural ingredients, using simple packaging. In the lesson, I found out that customers could return their plastic bottles to be refilled with the same product. I was really impressed by that, as this was a long time before most of us became aware of the problem of plastic. I already knew that the company is against cruelty to animals, but I was interested to find out in the lesson that none of their products have been tested on animals. *The Body Shop* also supports farmers who supply the ingredients for the company's products – I learned this in the lesson, as well as the fact that making a profit was not Anita Roddick's main aim – instead she wanted to do something good. It seems she did just that!

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[Total: 12]

Exercise 5



12 You recently joined a nature club, and last week you went on a trip with the club into the countryside.

Write an email to a friend about this.

In your email, you should:

- describe the place in the countryside you went to with the nature club
- explain what you learned during the trip to the countryside
- invite your friend to join you on the next nature club trip.

The pictures above may give you some ideas, and you can also use some ideas of your own.

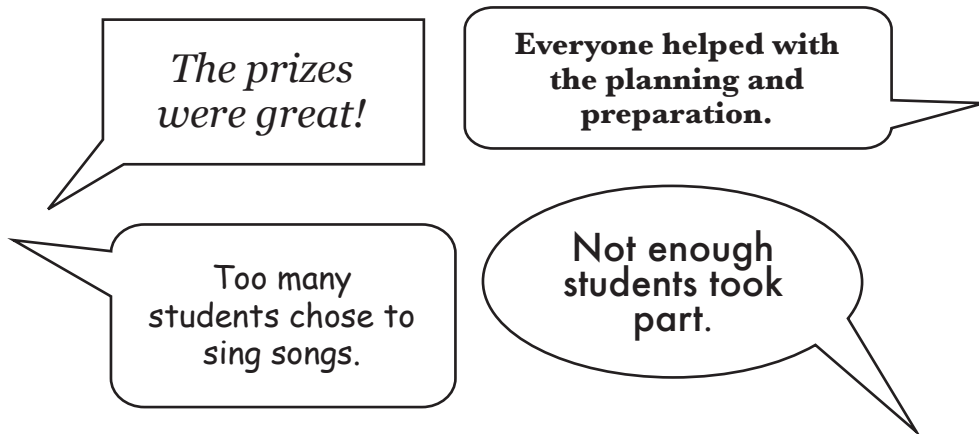
Your email should be between 100 and 150 words long.

You will receive up to 6 marks for the content of your email, and up to 6 marks for the language used.

Exercise 6

- 13** Your school recently held a music talent competition. Your teacher has asked you to write a report about the competition. In your report, say what was successful about the competition, **and** suggest how it can be improved for next year.

Here are some comments from your classmates:



Write a report for your teacher, giving your views.

The comments above may give you some ideas, and you can also use some ideas of your own.

Your report should be between 100 and 150 words long.

You will receive up to 6 marks for the content of your report, and up to 6 marks for the language used.

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