

**UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS**  
GCE Advanced Subsidiary Level and GCE Advanced Level

**MARK SCHEME for the October/November 2010 question paper  
for the guidance of teachers**

**9708 ECONOMICS**

**9708/23**

Paper 23 (Data Response and Essay (Core)),  
maximum raw mark 40

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

- CIE will not enter into discussions or correspondence in connection with these mark schemes.

CIE is publishing the mark schemes for the October/November 2010 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.



Page 2	Mark Scheme: Teachers' version	Syllabus	Paper
	GCE A/AS LEVEL – October/November 2010	9708	23

- 1 (a) Suggest the likely opportunity cost to Ghanaian children of time spent fetching water. Explain your answer [2]

Meaning of opportunity cost (1), education, leisure or acceptable alternative e.g. working on a farm (1)

- (b) Use Table 1 to compare the change in Ghana's cocoa output with that of the other main producers. [3]

Greater % growth than 3 others (1), less % growth than Indonesia (1), largest absolute increase (1) supporting calculation (1), retained second position (1), any three valid points

- (c) With the use of a diagram, analyse the effect on the market for Cadbury's chocolate of the problems reported in the first paragraph. [6]

Commentary: higher raw material prices reduce supply (1), health warnings reduce demand (1), price may rise or fall or remain unchanged (1)

Diagram: correct shift in D (1) and S (1), new lower quantity from change in D and S (1)

- (d) Explain how the Cadbury Cocoa Partnership hoped to affect the productivity of cocoa farmers? [3]

Define labour productivity as output per worker, and increase it (1), higher yielding crops (1), use of fertilisers (1), co-operative working (1) any 3 points

- (e) Discuss the consequences for countries such as Cote D'Ivoire and Ghana of relying heavily on the production of one crop. [6]

Merits: benefits of specialisation, lower costs, exploitation of comparative advantage, ability to export, market power.

Problems: risk of loss of demand, emergence of rivals, limited job opportunities, natural hazards, need to import, seasonality of agriculture. Boredom as a factor is not to be rewarded.

Up to 4 marks for one side

Reasoned conclusion e.g. the importance of diversification 1 mark max.

- 2 (a) Explain the difficulties of carrying out a cost-benefit analysis. [8]

Cost benefit analysis is a technique to evaluate the social costs and social benefits of an investment project and to decide if it is worthwhile. Each stage has potential problems. Identifying the costs and benefits (how wide can the external elements be?), putting a monetary value on the costs and benefits (no market value available), forecasting and discounting future values (level of uncertainty and appropriate rate), deciding to proceed (political interference)

Understanding of cost-benefit analysis 2 marks

Explanation of process 2 marks

Explanation of difficulties 4 marks

2 Stages 1 mark; 4 stages 2 marks

Page 3	Mark Scheme: Teachers' version	Syllabus	Paper
	GCE A/AS LEVEL – October/November 2010	9708	23

**(b) Discuss the economic consequences of externalities associated with production and consumption. [12]**

Externalities can be positive (beneficial) and negative (harmful), they affect third parties not involved in the transaction. They can result from consumption and production, are not reflected in the price of output and result in inefficiency. Negative externalities arise from industrial production and include pollution and environmental damage. Transport, energy supply and agriculture also contribute. At an individual level smoking, driving and tourism can have harmful effects. Industry can produce external benefits such as technology spillover and the training of workers who go to other firms. In consumption maintaining a garden and taking medication may benefit neighbours. Negative externalities are more common than positive ones.

Understanding of externalities	4 marks
Discussion of negative externalities with examples	4 marks
Discussion of positive externalities with examples	4 marks

If only discuss production **or** consumption 8 marks max.

**3 (a) Explain why a low and stable rate of inflation may be beneficial to an economy. [8]**

Inflation is a persistent/sustained rise in the general price level. A stable rate will bring certainty, raise confidence and minimise menu and shoe leather costs. Firms, individuals and governments will be able to plan effectively. Overseas investors are more likely to invest in the economy. A low rate will encourage production and employment and allow the economy to remain competitive in international markets.

Understanding of inflation	2 marks
Explanation of the benefits of stable rate	3 marks
Explanation of the benefits of a low rate	3 marks

**(b) Discuss whether rapid inflation can be caused only by government actions. [12]**

Inflation may be caused by monetary, demand pull and cost push factors. Monetary may result from government increases in money supply and lax regulation of the banking system or unsound banking practices. Demand pull may be caused by expansionary government policies and consumer incomes and attitudes to spending. Cost push may occur because of trade unions achieving wage rises in excess of productivity gains, tax rises, raw material costs and the actions of monopoly suppliers. All of these can affect the rate of inflation depending upon the scale of their impact.

Understanding of the different types of inflation	4 marks
Discussion of the government's role in causing inflation	4 marks
Discussion of the role of non-government causes of inflation	4 marks

