Answer **one** question.

Wherever possible, answers should include case studies and examples, and, where relevant, large, well-drawn maps, sketches and diagrams.

**Nov 15**

**1.** (a) Using examples, analyse how global financial flows can be affected by the actions of governments (12)  
(b) Discuss why anti-globalization movements/groups are found in most countries. [16]

**May 2014**

**2.** (a) Using examples, analyse how foreign direct investment **and** glocalization are used by transnational corporations (TNCs) to help their expansion. (12)  
(b) Examine the relationship between a country’s gross national income (GNI) and its level of participation in globalization. (16)

**May 2018**

**3.** (a) Referring to named countries, analyse how people’s participation in information and communications technology (ICT) networks is changing.[12]

(b) Examine how far the social and environmental costs of globalization can be reduced

without also losing its benefits. [16]

**Nov 15**

**Mark-scheme:**

**1. (a) Using examples, analyse how global financial flows can be affected by the actions of governments. [10]**

Financial flows include movements of money/credit/investment. Strictly, they should not include movements of goods/raw materials, although in reality there is some overlap (investments by TNCs underpin to flows of goods) and where appropriate the benefit of the doubt should be given.

National governments may directly transfer money via international aid programmes (bilateral or multilateral contributions), loans (including sovereign wealth funds) and investment (state-owned companies may purchase assets abroad). They indirectly affect financial flows through their policy-making. This can impact on migration (and thus remittances) and the investment patterns of TNCs (and thus flows of FDI, including investment, acquisitions, outsourcing). National governments also protect their economy from financial currency inflows/outflows. Money laundering is another possible theme.

Also credit use of multi-governmental organizations (and the way flows can accelerate with removal of tariffs/market expansion) and the intergovernmental nature of financial institutions / global governance (IMF and World Bank).

For band C, at least two financial flows should be described with some exemplification and a link established with government(s) (do not expect balance).

For band D, either more than two flows should be analysed and exemplified, or two flows analysed in a structured way that conceptualizes different types of influence (direct and indirect) or governments (national, MGOs, IGOs).

For band E, expect both.

**(b) Discuss why anti-globalization movements/groups are found in most countries. [15]**

*Credit all content in line with the markbands. Credit unexpected approaches wherever relevant.*

The focus is on the ubiquity of resistance to globalization. The statement is not intended as a challenge and no counter-argument is required.

Different reasons for resistance need to be identified; the reasons are not the same for all countries. To achieve the highest band (a well-developed answer), details of one or more actual anti-globalization movements/groups must be included as part of the account (rather than just reasons why globalization might be resisted by people in general).

Possible anti-globalization themes (expect examples of actual movements/groups for some *but not all*) include:  
• anti-globalization movements (named groups are expected) [*Guide 6,7*]  
• migration, diaspora and multiculturalism [*Guide 5*]

• the homogenizing power of global media and TNCs [*Guide 5, 7*]  
• opposition to migration (may have names of political groups/parties) [*Guide 6*] • opposition to IMF/SAPs [*Guide 3*]  
• environmental concerns (example of civil society group/movement) [*Guide 4*] • cultural imperialism (may refer to indigenous movement/protest) [*Guide 5*]  
• resource nationalism (and populist/nationalist movements) [*Guide 6*]  
• deindustrialization and outsourcing [*Guide 2,3*]  
• food miles and local sourcing movements (may name organization) [*Guide 7*].

Good answers scoring highly at AO3 may discuss globalization as a complex process, the effects of which are felt everywhere, albeit in varying ways, giving rise to movements/groups. Another approach may be to discuss how the veracity of the statement depends on what local effects of globalization are most strongly felt/perceived in a different locale (and perspectives may vary on this, even within the same locale).

For band D, there should either be a structured synthesis of several well-evidenced themes taken from the subject guide, or a properly evidenced conclusion (or ongoing evaluation) that critically discusses the statement.

At band E, expect both of these elements.

**May 2014**

**2. (a)** **Using examples, analyse how foreign direct investment and glocalization are used by transnational corporations (TNCs) to help their expansion. [10]**

Foreign direct investment (FDI) includes a range of different kinds of overseas investments made by transnational corporations (TNCs). These include: hiring outsourcing services (employing a third party to handle goods or services), establishing a “spatial division of labour” (building/buying company-owned branch plants or back offices in low-cost locations), mergers, acquisitions and franchises. Credit other possible financial outgoings (eg TNCs working alongside charities). Good answers should recognize more than one type of FDI, using examples.

Glocalization describes the adapting of a “universal” product to meet the cultural requirements of local markets (religion, taste, legal requirements may all vary from territory to territory). Glocalization is also linked to local sourcing strategies (using local suppliers), which may have political dimensions too (TNCs may be required to work with local partners eg in India).

Candidates could comment on how geographic expansion is achieved through use of these strategies. TNCs achieve greater profits/market share through their geographic strategies, and can win local acceptance by embracing local people’s culture.

Candidates may additionally analyse how different strategies suit different TNCs (oil companies may not glocalize to the extent retailers do), or may analyse the weaknesses and not just the strengths of strategies.

Band C answers may describe examples of glocalization and/or FDI but with a lack of terminology and little mention of expansion (beyond asserting that it happens).

At band D, expect either a more detailed, exemplified explanation of both strategies (but do not expect balance) or some explicit analysis of how market expansion is achieved by particular TNCs.

For band E, expect both.

**(b) Examine the relationship between a country’s gross national income (GNI) and its level of participation in globalization. [15]**

Credit all content in line with the markbands. Credit unexpected approaches wherever relevant.

Candidates will have studied global participation with reference to the Kearney or KOF globalization indices, which recognize economic, social and political strands of globalization. Therefore, accept a wide interpretation of what is meant by “participation” in globalization.

Possible themes suggesting a positive relationship between GNI and participation:

* • well-known indexes (eg, KOF index) show high globalization scores for countries with a high GNI, as a rule [Guide 1]
* • foreign direct investment by TNCs can bring many financial benefits that lead in

turn to greater global economic participation for businesses and citizens (if incomes grow, allowing people to consume more globally-produced services or participate in tourism) [Guide 3]

* • levels of sociocultural participation (an aspect of KOF) may also be higher for high-income countries [Guide 5]
* • the role of remittances can be explored, as flows often take place between richer and poorer countries [Guide 3]
* • poorer societies remain “non-globalized” eg, Amazonian tribes [Guide 7]
* • poorer nations only experience one-way interactions – their assets are stripped by powerful nations/TNCs (raw materials, landgrabs) [Guide 4].

A more critical, thoughtful or nuanced response might take the view that:

* • there are many types of global participation/interactions. People may participate in economic globalization but not necessarily cultural globalization (eg, Chinese

factory workers with limited internet freedoms) [Guide 1]

* • scale/disparities may be important. Some nations with higher GNI are “two-speed” societies: elite groups participate globally, not poorer groups [Guide 1]
* • the relationship could be complex in the case of a migratory “brain drain” – remittances may boost GNI, but out-migration could reduce GNI too [Guide 3]
* • the role of other aid/loans can be discussed – low GNI nations may be major beneficiaries of certain types of global financial flow [Guide 3]
* • there are other possible exceptions / anomalies to the rule that can help lift a response into bands D/E.

At band C, some links between GNI/wealth and globalization should be described.

Band D should either provide a wider, detailed explanation of different links between GNI and participation or offer a more critical examination of what is meant by a country’s “participation in globalization”.

At band E, expect both.

a) Referring to

(a) **Referring to named countries, analyse how peoples participation in information and communications technology (ICT) networks is changing. [10]**

The focus here is changing participation. This could refer to people’s participation as either consumers of ICT services or producers eg call centre workers. Candidates should be able to provide one or two examples of trends, developments and/or patterns of adoption at the national scale. They may also offer an overview of the changing global “digital divide”.

* “Participation” by consumers takes many forms, from social media use to remittance transfers.
* Information networks may include broadband internet or mobile/smart phone access.
* Some answers may focus on the increased participation of India and the Philippines in TNC production networks (outsourcing and call centres).
* Some answers may focus on growth on informal ICT services eg new phone app start-ups in Kenya.
* Involvement in e-waste management is a legitimate focus.
* Explanation of changes is not required but can be credited, eg more companies providing citizens with internet access; “middle-class” consumer income growth in many countries; low wages in outsourcing countries.

Good answers may apply (AO2) a wider range of knowledge and understanding (AO1) in a well-structured way (AO4). One approach might be to systematically analyse changes at varying scales (eg provide a global overview and also one example of a changing national pattern, eg the rural–urban divide). Another approach might be to analyse changing social patterns of in inclusion/exclusion (eg for different income groups, women, the elderly).

For band C (4–6 marks), expect some weakly evidenced outlining of ICT use in one or more named countries, or an overview of the global “digital divide”.

For band D (7–8 marks), expect a structured, evidenced analysis that includes:

* either detailed changes/developments in ICT participation in two contexts
* or some variety of ways in which people participate (eg covers changing patterns of consumption and production of ICT services).

For band E (9–10 marks), expect both band D traits.

**(b) Examine how far the social and environmental costs of globalization can be reduced without also losing its benefits. [15]**

Credit all content in line with the markbands. Credit unexpected approaches wherever relevant.

Any aspect of environmental and social costs – and benefits – can be examined.

Likely environmental themes include costs for the atmosphere, oceans or tropical rainforest. Social costs include worker exploitation or changes to society linked with the global growth of social media. Any action taken to tackle these costs

needs weighing carefully against the benefits of global trade and development.

Possible applied themes (AO2) include knowledge and understanding (AO1)

of:

* climate change actions, possibly linked with issues such as the growth of food
* miles (air freight) [Guide 4] or the growth of polluting transport networks for people and commodities [Guide 2]
* growing environmental awareness fostered via NGOs Guide 4]
* political (inter-governmental) responses to transboundary pollution [Guide 4]
* the need for global action to prevent loss of tropical rainforest (linked with timber resource use) [Guide 4]
* calls for the regulation of global agribusinesses, polluting industries and waste movements [Guide 4]
* recognition that a non-globalized lifestyle [Guide 7] is one that does not enjoy the benefits of economic interactions and flows [Guide 2]
* recognition of the many benefits resulting from the sharing of ideas, information and cultures [Guide 5], which might be jeopardized by anti-global measures [Guide 6/7].

Good answers may synthesize (AO3) three of these or other relevant themes in a well-structured (AO4) way.

Good answers may additionally offer a critical evaluation (AO3) that systematically examines different aspects of globalization that do or do not need managing to reduce their costs. Another approach might be to examine effects at

different scales (eg comparing local developmental benefits of industrialization with the global costs of carbon emissions). Another approach might be to examine costs and benefits from varying perspectives (“local sourcing” might be

viewed as having more costs than benefits by a farmer who wants to export food globally).

Answers that explain the costs and benefits of globalization but do little to actually address the question directly – that is, how far can these costs actually be reduced/tackled without also losing benefits? – are unlikely to reach band D.

For band C (5–8 marks), expect weakly evidenced outlining of two or three relevant themes from the geography guide.

For band D (9–12 marks), expect:

* either a structured synthesis which links together several well-evidenced and well-focused themes from the geography guide
* or a developed, critical conclusion (or greater ongoing evaluation).

For band E (13–15 marks), expect both of these traits.



