Solutions

Marking: **M1** a correct method, **A1** the correct answer, **B1** an independent mark.

Each answer shows the steps, then the **result**.

2.1

health (life expectancy at birth), education (years of schooling) and income (GNI per person): any two correct; all three correct

2.2

$0.788 - 0.380 =$ **0.408**; the HDI is a national average, so it hides inequality between regions, rich and poor or women and men

2.3

a global company changes its products or marketing to suit local tastes and culture; e.g. KFC in China sells congee and youtiao for breakfast / Shanghai Disneyland's Chinese designs and festivals

2.4

any two, explained: homogenization: global brands, films and music replace local shops, foods and languages, so places look more alike; glocalization: global products adapt to local tastes, so new local versions appear; hybridization: cultures mix to create new forms, e.g. K-pop; revival or resistance: people protect or promote local food, language and festivals as part of their identity

2.5

aims: a guaranteed minimum price protects farmers when world prices fall; a Fairtrade premium is paid to the community for schools, clinics or better farming; rules on working conditions and the environment; limits: it reaches only about 2 million farmers and workers, a small share of the world's farmers; certification costs money, so the poorest farmers may not join; most of the final price still goes to processing and retail in core countries

3.1

Mark with the markbands: [10-12] a well-developed explanation of each link, named examples with detail, more than one scale or perspective; [7-9] developed points with some examples; [4-6] relevant but partly developed points; [1-3] little that is relevant. Points that may be included: diffusion: flows of films, music, food and brands spread through trade, tourism, migration and the internet; homogenization: chain stores and global media make city centres look alike; but the effect is uneven: large cities change faster than rural places; glocalization: KFC in China sells congee and youtiao; Shanghai Disneyland added Chinese designs; so global products take on local identity, not just replace it; hybrid cultures: K-pop mixes Korean and American styles and is now exported; flows go both ways: places in the periphery also export culture; migration brings new foods, languages and festivals to cities; local responses: protecting languages, heritage and local food; Indigenous groups protecting knowledge; power: places with more power (core) export more culture; peripheral places are more often receivers; so identity changes, but in different ways and to different degrees in different places

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