



Model answers to Section 7 end-of-chapter review questions

The review examination questions at the end of each chapter in *Geography for the IB Diploma: Global Interactions* are based on the style of question found in Paper 3. Model answers to selected questions are given here.

Questions in Paper 3 are in two parts: part **a** carries 10 marks and part **b** carries 15 marks. The markbands for Paper 3 are found on pages 58 and 59 of the IB Geography Guide. For part **a** the level descriptors range from A (0 marks) to E (9–10 marks). For part **b** the level descriptors range from A (0 marks) to E (13–15 marks).

18 Local responses to globalisation, page 234, question 2

a The costs and benefits of local commercial production to the producer might include:

- Local companies should have greater knowledge of the local market compared with markets further afield.
- Direct and regular contact with their customers should make producers aware of exactly what local customers want and give producers the ability to react quickly to changes in local consumer demand.
- Personal relationships based on face-to-face contact can be built up with customers, resulting in strong customer loyalty.
- Success in the local market area can provide the foundation for growth to the national and even international scales.
- The purchasing power of the local market may be limited and larger companies may need to market well beyond their local consumer base to achieve the volume of sales they desire.
- Labour and other cost factors in the local area may be higher than in alternative locations, resulting in an adverse effect on profit margins.
- The local area may lack certain aspects of infrastructure that are deemed essential by the producer.

Better answers will attempt to provide exemplification, some with reference to their own local area if appropriate.

b Consideration of the costs and benefits to the consumer and the local economy include:

- There is a strong tendency among consumers to associate local production with quality. This is particularly so with agricultural products when consumers can see, at least to a certain extent, the methods of production used.
- Local producers and consumers may be linked in an economic sense in terms of the employment of family and friends and also perhaps in terms of social networks.
- Consumers who make a point of seeking out local producers are sometimes referred to as active consumers as opposed to passive consumers who are more likely to be influenced by the advertising of large companies.
- Significant local production may set off a multiplier effect as an increasing amount of money circulates in the local economy. (A diagram could usefully be employed to illustrate this process.)



- Many products may not be produced locally and those that are may not fit the needs of many local consumers in terms of price, fashion and quality.

Again, better candidates will attempt to provide some exemplification.

19 Alternatives, page 244, question 1

- a** Civil societies have become increasingly important in raising awareness of a wide variety of global issues. Discussion could take a number of different courses using various examples of issues and organisations. Discussion points may include:
- supporting fair trade to ensure that producers in developing countries are getting a reasonable price for their products
 - being aware of the power of worker pension funds to ensure that funds are invested ethically
 - monitoring the actions of governments, international organisations and large companies to ensure that existing environmental regulations are abided by and to press for new tougher regulations in the quest for a sustainable future
 - building up sources of evidence against unwelcome actions to present to the public and to the courts if necessary
 - coordinating the actions of various NGOs to achieve the most desirable outcome
 - raising public awareness of key issues
 - countering misleading advertising campaigns run by governments and large companies.
- b** Civil societies play a major and varied role in supporting local issues. These can vary in nature and be classified as:
- Economic – for example, the campaigns by some NGOs for local people to be ‘informed consumers’ by buying local to reduce food miles and to stimulate the local economy. Supporting local farmers’ markets and urban gardens. Forming and supporting worker-owned cooperatives. Supporting local currency movements where they exist.
 - Political – campaigns to persuade people to join a trade union to help support workers’ rights in the community. Supporting voter education and registration efforts in the community – voter apathy only encourages the ‘status quo’.
 - Environmental – using expertise built up over a considerable period of time and in many different locations to help local people fight threats to their local environment. Monitoring planning applications to ensure that new developments are as environmentally sustainable as possible. Organising local eco-initiatives.
 - Social/cultural – lobbying companies to invest in local community development projects such as youth clubs and facilities for older people. Trying to ensure that social and cultural government spending is not disproportionately cut during times of economic hardship.

Better answers will provide some degree of exemplification.