

**Drayton Manor High School**

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| Exam Question |
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| (a) | Explain why emerging countries are considered to be increasingly important to global economic and political systems. *(4 marks)* |

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| (b) | Assess the extent to which ‘westernisation’ has an important influence on the global economic system. *(12 marks)* |

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| **Total:** 16 marks |

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| Source |
| This question has no sources |

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| Mark scheme |
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| (a) | 4 marks (AO1 = 4 marks)This question focuses on showing your knowledge and understanding of the reasons why emerging countries such as Brazil, Russia, India and China (BRIC) and other G20 members play an increasingly important role in global economic and political affairs. You should explain factors such as economic growth, population size and structure, land area, physical resources, role in intergovernmental organisations and global political influence, where appropriate, for different emerging countries. You gain 1 mark (up to a maximum of 3) for each reason that explains the importance of emerging countries’ roles in the global economic system, and 1 mark (up to a maximum of 3) for each reason that explains the importance of emerging countries’ roles in the global political system. A maximum of 4 marks is available for this question.For example:BRIC countries are becoming increasingly important on both the global economic and political stages. This is because over 40\_f the global population lives in BRIC countries (with over 2.5 billion people in India and China combined) (1) and their combined GDP is around 20\_f the global total (1). This means that, with increasing standards of living and wealth, a rising middle-class population is becoming an important market for both domestic and international businesses (1). BRIC countries also have a large amount of physical resources such as oil and gas (Russia) (1) and can produce high qualities of manufactured goods (e.g. 40\_f China’s exports are mechanical and electrical products) (1). The export of these primary and secondary goods by the BRIC countries can have a significant effect on the global trading system (1). The BRIC nations also influence global financial policy through their G20 and IMF memberships (1). BRIC countries play an important role in global decision-making. They are longstanding UN members, with China and Russia influencing global political affairs by being members of the UN Security Council (1). Some BRIC countries are also looking to increase their global political influence through developing their power in regions such as the Arctic (Russia) and the South China Sea (China) (1).Other appropriate reasons will be credited.  |

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| (b) | 12 marks (AO1 = 3 marks, AO2 = 9 marks)**AO1 Demonstrating your knowledge and understanding that westernisation has an influence on the global economic system** • Westernisation is a process where western (e.g. European, US, Canadian) ways of working, customs, lifestyles and technologies are practised or copied in other parts of the world such as emerging economies or less developed countries. • Westernisation can have an influence on the global economic system. • Other cultural processes may also be considered to be powerful or growing in power, such as Chinese (sinofication) and Muslim (Islamification).**AO2 Applying your knowledge to assess the extent to which westernisation has an influence on the global economic system** • The spread of western customs, lifestyles, technology and working styles has influenced the global economic system with benefits and costs to a range of global players (e.g. societies, governments, businesses). • Westernisation can also have an impact on both the economies of the ‘western’ countries themselves and the wider world. • While westernisation is a powerful force within the global economy, other cultural processes may have a similar or greater influence in some parts of the world and on some groups of people.**Answers to this question will be given a mark within a level bandLevel 1 (1–4 marks):** You show only a limited knowledge and understanding of how westernisation can influence the global economic system. The examples used to support your statements may be very general and lack case study detail. At the bottom end of this band, you show no attempt to assess the extent to which westernisation influences the global economic system.**Level 2 (5–8 marks):** You generally show a good understanding of how westernisation has an influence on the global economic system. You make some attempt to assess the extent of the influence of westernisation and start to put forward some ideas about how westernisation can affect the global economy, including the range of players within it. The examples you use to support statements are relevant. You start to consider how other processes or cultures may influence the global economic system.**Level 3 (9–12 marks):** You show accurate knowledge and understanding of how westernisation has an influence on the global economic system. You consider its effects on a range of players within the system and put forward areas where westernisation has different levels of influence. You also discuss how other regions with different cultural processes may have an influence of the global trading system, e.g. China, the Arab world. You make a judgement as to the level of importance of westernisation. At the upper end of this band, you confidently use detailed case study information in your supporting statements.**Hints and tips**Think about what westernisation is and how it influences the global economy. How does the ‘western’ way of working, technology and culture affect businesses? Are there other cultural groups that are increasing in power in the global economic system in our world today? |

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| Student Response A |
| (a) | Emerging countries are ones which are increasing their global economic power through rising levels of GDP, higher levels of economic growth than some western economies (e.g. China has had approximately 8\_rowth over the last 5 years) and large populations (1 in 7 people in the world lives in China). High levels of resource exploitation and manufacturing enable these countries to export their goods within the global trading system and to earn money to develop their own economy through infrastructure and social projects such as schools. They also have an increasing influence over global financial issues through their membership of the G20. Individually, they have the capacity to negotiate bi- and multinational trade deals to gain resources that they need (e.g. China offering money to fund Angolan infrastructure projects in return for oil). Politically, BRIC countries have very large land masses and this can help them to exert political power. For example, Russia’s long northern coastline leaves them strategically well placed to influence the Arctic region. As members of the UN Security Council, Russia and China can play a significant part in the decisions relating to resolving conflicts around the world.

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| **Examiner comment**This is a good answer. A wide range of clearly explained reasons why emerging countries have increasing economic and political influence is given. Relevant examples from BRIC countries to help justify points are used. The student demonstrates a good range of knowledge and includes at least two economic and two political reasons. 4 marks. |

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| *Examiner comment* | "global economic power"Clear links to economic systems.  |
| *Examiner comment* | "export their goods"Links to economic influence.  |
| *Examiner comment* | "membership of the G20"Links to global economic decision making.  |
| *Examiner comment* | "China offering money"Example of influence on trading systems.  |
| *Examiner comment* | "strategically well placed to influence the Arctic region"Example of political influence.  |
| *Examiner comment* | "members of the UN Security Council"Example of influence on global decision making.  |
| (b) | Westernisation is the way in which different customs and practices, such as those linked to lifestyle, culture, business methods and technology from the USA and Europe, have had an influence on other cultures. In many respects, it has had a hugely important influence on the global economic system. Much international business is conducted in English and this has increased with the ease of working with the internet. Information can be spread more quickly as the world can be connected through the internet, a ‘western’ invention, 24 hours a day. Many TNCs such as Coca Cola and General Motors are American-based companies that spread their style of working practice and organisation into other countries through their branch plants in developing economies. Western-style clothing such as jeans now appear across generations and in many different cultures. However, while the style is western, jean production often takes place in emerging economies rather than those in the West. Thus ‘westernisation’ can have a negative impact on levels of textile manufacturing in the West. While western culture and ideas can seem to dominate many parts of the world, other cultures can be seen to be spreading their ideas. The increasing use of social media in the Islamic world has partly driven the growth of movements such as the Arab Spring and can be linked to radicalisation in Europe. These political changes can affect the stability of the global economic system. The rise of Chinese investment and workers in some Asian and African economies has changed working practices in some industries, e.g. the road construction in Ethiopia and the gambling industry in Laos. Overall, westernisation has a significant influence on the global economic system. However, other cultural processes from different regions are having an increasing influence on parts of the global economic system.

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| **Examiner comment**This is a good answer. The student has shown how western ideas and practices strongly influence technology and business, and uses relevant examples to justify points. They also suggest how westernisation has an impact on the western countries themselves, in this case a negative one. How other cultures are spreading their ideas and businesses globally and how this may affect parts of the global economy are also discussed. A judgement is made on the level of influence of westernisation. To gain more marks, the student could discuss the influence of westernisation on other industries such as the sports business. Level 3, 10 marks. |

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| Student Response B |
| (a) | Some large countries have increasing importance within the world. They can produce things that other countries want to buy and so are an important part of the trade system. For example, India produces a lot of textiles which are then sold abroad. This makes money for the Indian economy. India has a very large population. While some of these people are very poor, there are more and more people who are getting richer and are able to buy more products like smartphones. This helps companies like Apple increase their profits.

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| **Examiner comment**The student shows some understanding of the question and uses examples from India to help explain how an emerging country can influence the global economic system. However, the answer does not include any reasons why emerging countries are important to the global political system so no marks are gained for this part of the question. 2 marks. |

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| *Examiner comment* | "large"Not sufficiently specific — population size? Land area?  |
| *Examiner comment* | "textiles which are then sold abroad"Example of emerging economy and link to global trade.  |
| *Examiner comment* | "able to buy more"Increasing market within emerging economies, from which TNCs can benefit.  |
| (b) | The global economic system is influenced by many different organisations and governments. Traditionally, western countries such as the USA and the UK have dominated global trade because they have strong links with the rest of the world as many other countries want to buy their products. In the past, this was mainly manufactured goods but now other countries such as China make a lot of products to export. Western countries are very significant in the financial markets. This is because they are well established and deal with the richest companies in the world. However, more Chinese companies, such as Huawei, who produce smartphones, are becoming more wealthy and are starting to have an impact on the world market. Western products are very sought after by more wealthy people in emerging economies. Companies like IKEA, Starbucks and Louis Vitton have branches in countries outside of the West but sell many of the same products that they would at home. Some western companies adapt their products to increase their profit in other countries. For example, McDonald's offer a rice bowl and chicken in their Indonesian stores.

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| **Examiner comment**The student shows some understanding, stating that western countries have dominated the global trading system and suggesting that other countries are now becoming more influential. This point could be expanded to suggest how China is also impacting on the global economic system by investing in other countries and importing primary products, which would have gained more marks. Examples of how western companies can influence the culture of a country by promoting products relating to design, fashion and food are given. A brief discussion of the influence of the internet would gain further marks. Level 2, 7 marks. |

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