



Cambridge International AS Level

ENGLISH GENERAL PAPER

8019/02

Paper 2 Comprehension

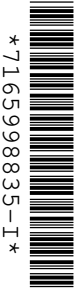
October/November 2024

INSERT

2 hours

INFORMATION

- This insert contains all the resources referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



This document has **8** pages. Any blank pages are indicated.

Material for Section A

Background

Eckdorf Elite, a sportswear company located in Riin, the capital city of Pomforin, fell behind its main competitor in terms of overall sales for the first time ever last year. Eriq Tapise, Chief Executive Officer (CEO), decided he had to take immediate action to reverse this worrying trend. He told Sirie Simon, Director of Marketing, they needed to sponsor a new sportsperson to promote the brand and tasked her with finalising a shortlist for him.

Sirie's shortlist

Ina Daviido: an international-level golfer ranked in the world's top 100 players

Finn Mayore: an athlete recently selected to compete for Pomforin in the 100 m sprint at the Olympic Games

Eriq and Sirie then had separate meetings with the agents representing the interests of Ina (Bruno Capia) and Finn (Gaele Fonti).

Extracts from the two meetings

About Ina

Sirie: Good morning, Mr Capia. We appreciate you coming in to see us. We're keen to explore with you the possibility of Ina becoming the face of Eckdorf Elite.

Bruno: That sounds like an interesting proposition. Must point out Ina is rising through the ranks amazingly quickly, so any deal we make must reflect that she's become a very recognisable face on the world stage. I also need to make you aware that other sportswear companies are rushing to sign her when her current deal finishes, so you'll need to be quick about agreeing to my terms.

Eriq: (*grimly*) Well then, better start talking about potential figures, Mr Capia.

About Finn

Sirie: Good afternoon, Mrs Fonti. We appreciate you coming in to see us. We're keen to discuss with you the possibility of Finn becoming the face of Eckdorf Elite.

Gaele: Oh, please call me Gaele. Funnily enough, I was about to contact you as Finn has just had a big breakthrough and is about to go global in terms of recognition, so your company could be in from the beginning, allowing all parties to enjoy a mutually beneficial relationship. So, we're very pleased you asked for this meeting, and we're happy to negotiate terms that will be satisfactory to both sides.

Eriq: (*with a beaming smile*) That sounds promising, Gaele. What amount did you have in mind?

Recent newspaper reports

Daviido Down and Out

It was a disappointing performance by Ina Daviido in the Kareli Golf Masters yesterday. Not what we have come to expect from this exciting young talent. After a promising start, she struggled over the last nine holes, looking increasingly dejected and near to tears at times. The crowd, taking her to their hearts, tried their best to lift her spirits and cheer her on.

Finn's Fast Finish

Finn Mayore put together the most perfect race last night at the Dinia International Meet and blasted the opposition off the racetrack. After strutting around the track as if he owned it, he settled confidently into the starting blocks and took off like a rocket at the starting gun. A dominant display of powerful running, boding very well indeed for the upcoming Olympic Games.

Levels of interest in sports in Pomforin

Sport	Levels of participation in sports (by % of Pomforin's population)	Average television viewing figures for sports events last year (in millions)
Athletics	55	7.4
Football	65	13.1
Golf	15	9.6
Martial arts	11	4.0
Tennis	49	7.2
Water sports	27	2.1

The agents' profiles on Pomforin's online business networking service

Bruno

I have been Pomforin's top sports agent for ten years now and my agency can boast an impressive range of world-famous stars and multi-national corporate sponsors. Every member of my team works relentlessly towards the same goal: ensuring highly satisfied clients.

Gaele

We are a small agency, but this means that we can offer a very personalised service. We really care about every sports star and every corporate sponsor, taking time to build a mutually satisfying business relationship and offering a 24-hour service.

Additional Information

1. Apart from in Riin, the transport links are unreliable in Pomforin.
2. A few years ago, the government passed a law making it compulsory to teach athletics in schools from the age of eight.
3. Ina recently revealed that her caddie* was about to retire and she had not found a replacement.
4. Eckdorf Elite was sponsoring a footballer, but his agent demanded a doubling of the sponsorship money to \$50 million over the usual three years Eckdorf Elite sponsors a star.
5. Finn lives and trains in the south-west suburbs of Riin.
6. Eckdorf Elite makes the most profit per item on the sales of its new sets of golf clubs and any replacement clubs.
7. Bruno is intent on getting \$30 million over three years as his 20% share would cover his agency's current debts.
8. Sirie's brother is a physiotherapist. Recently, he treated Ina for a serious back injury.
9. Eckdorf Elite's sales of athletics sportswear and equipment have remained steady.
10. Golf is a very expensive sport to play in Pomforin, as there are few golf courses.
11. Eriq is hoping to agree a deal of about \$20 million over three years.
12. A tennis player has started legal proceedings against Bruno's agency for alleged false accounting.
13. Finn's coach, also his cousin, previously trained a 400 m sprinter to a world championship bronze medal.
14. Ina lives and trains in Pomforin's second city, 800 km from Riin.
15. Nobody from Pomforin has ever won an Olympic gold medal.
16. At present, Finn has no sponsorship deal.
17. Eckdorf Elite's sales of golf clothing and equipment have fallen sharply in the past year.
18. Gaele and Finn agreed they would accept any deal of at least \$5 million a year, with Gaele taking a 10% share.

* the person who carries a golf player's bag and clubs, and gives the player moral support and advice about shots

Material for Section B

Extracts from an article by the Science and Technology correspondents of *The Economist*

What next?

The rapid development and rollout of coronavirus vaccines has been a reminder of the power of science and technology to change the world. Although vaccines based on the new mRNA* technology seemed to have been created almost instantly, they exploited decades of research going back to the 1970s. As the saying goes in the technology industry, it takes years to create an overnight success. What else might be bursting into prominence?

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Solar geoengineering

It sounds simple. If the world is getting too hot, why not offer it some shade? The dust and ash released into the upper atmosphere by volcanoes is known to have a cooling effect: Mount Pinatubo's eruption in 1991 cooled the Earth by as much as 0.5°C for four years. Solar geoengineering would do the same thing deliberately.

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This is hugely controversial. Would it work? How would rainfall and weather patterns be affected? And wouldn't it undermine efforts to curb greenhouse-gas emissions? Efforts to test the idea face fierce opposition from politicians and activists. In 2022, however, a group at Harvard University hopes to conduct a much-delayed experiment called SCOPEX. It involves launching a balloon into the stratosphere, releasing 2 kg of material and then measuring how it dissipates, reacts and scatters solar energy.

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Supporters argue it is important to understand the technique, in case it is needed to buy the world more time to cut emissions. The Harvard group has established an independent advisory panel to consider the moral and political ramifications.

Direct air capture

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Carbon dioxide in the atmosphere causes global warming. Why not suck it out using machines? Several startups are pursuing direct air capture (DAC), which does just that. In 2022 Carbon Engineering, a Canadian firm, will start building the world's biggest DAC facility in Texas, capable of capturing 1 million tonnes of CO₂ per year. ClimeWorks, a Swiss firm, opened a DAC plant in Iceland in 2021, burying captured CO₂ in mineral form at a rate of 4000 tonnes a year.

25

DAC could be vital in the fight against climate change. The race is on to get costs down and scale up the technology.

Vertical farming

Vertical farms grow plants on trays stacked in a closed, controlled environment. Efficient LED lighting has made the process cheaper, though energy costs remain a burden. Vertical farms can be located close to customers, reducing transport costs and emissions. Water use is minimised and insects are kept out, so no pesticides are needed.

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In Britain, Jones Food Company will open the world's largest vertical farm in 2022. Other firms will be expanding too. Nordic Harvest will enlarge its facility outside Copenhagen and construct a new one in Stockholm.

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Vertical farms grow mostly high-value leafy greens and herbs, but some are venturing into tomatoes, peppers and berries. The challenge now is to make the economics add up too.

3D-printed bone implants

For years, researchers have been developing techniques to create artificial organs using 3D printing of biological materials. The ultimate goal is to take a few cells from a patient and create fully functioning organs for transplantation, so getting rid of long waiting-lists, testing for matches and the risk of rejection. 40

That goal is still some way off for fleshy organs. However, bones are less tricky. Two startups, Particle3D and ADAM, hope to have 3D-printed bones available for human implantation in 2022. Both firms use calcium-based minerals to print their bones, which are made to measure based on patients' CT** scans. 45

Space tourism

After a stand-out year for space tourism in 2021, hopes are high for 2022. Sir Richard Branson's*** Virgin Galactic just beat Jeff Bezos's Blue Origin to the edge of space in July. In September Elon Musk's company, SpaceX, sent four passengers on a multi-day orbital cruise around the Earth. 50

All three firms hope to fly more tourists in 2022, which promises to be the first year in which more people go to space as paying passengers than as government employees. However, Virgin Galactic is modifying its vehicle and it is not expected to fly again until the second half of 2022. Blue Origin plans more flights but has not said when or how many. For its part, SpaceX has done a deal to send tourists to the International Space Station. 55

Brain interfaces

In 2021 the irrepressible Elon Musk wrote on social media that a monkey was 'playing a video game telepathically using a brain chip'. His company, Neuralink, had implanted two tiny sets of electrodes into the monkey's brain, signals from which enabled it to move the on-screen paddle using thought alone. 60

In 2022 Neuralink hopes to test this device in humans, enabling paralysed people to operate a computer. Another firm, Synchron, has received approval from American regulators to begin human trials of a similar device. As well as helping paralysed people, Synchron is looking at other uses, such as diagnosing and treating nervous-system conditions, including epilepsy, depression and hypertension. 65

Artificial meat and fish

Around 70 companies are 'cultivating' meats in bioreactors. Cells taken from animals, without harming them, are nourished in soups rich in proteins, sugars, fats, vitamins and minerals. In 2020 Eat Just, an artificial-meat startup in San Francisco, became the first company certified to sell its products, in Singapore. 70

It is expected to be joined by a handful of other firms in 2022. For example, SuperMeat, an Israeli startup, expects to win approval for commercial sales of cultivated chicken burgers.

Other cultivated meats are in the pipeline. Eco-conscious meat-lovers will soon be able to have their steak – and eat it. 75

*the set of instructions by which cells make all proteins and send them to various parts of the body.

**combines a series of X-ray images taken from different angles around the body and uses computer processing to create cross-sectional images of the bones, blood vessels and soft tissues. CT scans provide more detailed information than X-rays.

***Sir Richard Branson, Jeff Bezos and Elon Musk are all billionaire entrepreneurs.

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