



## KEY SKILLS COMMUNICATION Level 3 - Women Drivers

May 2004

# Mark Scheme

### Part A - short-answer questions

<b>Q1</b> Identify two conclusions of the Automobile Association (AA) survey referred to in document 1 and compare <b>one</b> of these with the findings of the two studies conducted by Furnham and Saipe, and McKenna, discussed in document 3.			
Coverage	Marking guide	Marks	Max Marks
3.2.1	Candidate <b>selects</b> information from document 1 and from both studies in document 3 (No mark if only one document or only one study in document 3 used.)	1 mark	1 mark
3.2.2	Candidate <b>identifies</b> two conclusions (doc 1) eg:  a) men drive faster than women; b) men break the law more often than women drivers; c) males are killed more often than females; d) women twice as likely to have accidents at junctions.	1 mark for each conclusion (max 2 marks)	2 marks
3.2.3	Candidate <b>compares</b> outcomes of AA survey in document 1 with studies in document 3. For example:  Doc 1 states that men drive faster  Study 1 - Furnham and Saipe - backs this up by stating that men have more driving convictions. Or Furnham and Saipe found that convicted drivers liked speed And/Or Study 2 - McKenna - found that men were over confident about their driving ability and therefore likely to drive faster.  Accept any other valid comparison. The candidate might compare each conclusion with one or both of the studies.	Up to 3 marks for comparison (max 3 marks)	3 marks
<b>Total for Question</b>			<b>6 marks</b>



Coverage	Marking guide	Marks	Max Marks
3.2.1	Candidate selects information from documents 3 and 4.	1 mark	1 mark
3.2.3	<p>Candidate <b>assesses the extent</b> to which aspects of female stereotyping described in document 3 are reflected in doc 4. Aspects assessed may include -</p> <ul style="list-style-type: none"> <li>- having caring role in home</li> <li>- not able to care for themselves</li> <li>- delicate physically and emotionally</li> <li>- not capable of taking on responsibility of driving.</li> <li>- putting themselves and others in danger</li> <li>- having poor decision making skills</li> </ul> <p>eg. Rob's view (doc 4) that confidence identified as lacking in woman might support stereotype of poor decision making skills (doc 3)</p> <p>Accept information from appropriate quotations from text of doc 4. Do not accept references to image in document 4.</p> <p>Candidate makes overall judgement about <u>to what extent</u> the views presented support or challenge the stereotypes.</p>	<p>Up to 2 marks for each aspect of stereotyping assessed (max 6 marks)</p> <p>Up to 3 marks</p>	<p>6 marks</p> <p>3 marks</p>
Total for Question			10 Marks

**Total for Part A 25**

**Part B Extended Answer Question**

**Q4.** You have been asked to write an article for a magazine produced by a motoring organisation. In it, you are to explore the extent to which common perceptions of male and female drivers accurately reflect their driving abilities. Base your answer on information from the documents.

Coverage	Marking guide	Marks	Max Marks
3.3.1	<p>Candidate has:</p> <ul style="list-style-type: none"> <li>selected an appropriate form for article (minimum a heading)</li> <li>used an appropriate style and structure to add clarity to the text (for example the use of paragraphs, sub-headings, quotations and other stylistic features)</li> <li>used and sustained an appropriate tone in writing.</li> </ul>	<p>1 mark</p> <p>1 mark</p> <p>1 mark</p>	3 marks
3.3.2	<p>Candidate has:</p> <ul style="list-style-type: none"> <li>included relevant information from source documents and related it to the context of male and female driving abilities</li> <li>used specialist terminology appropriately e.g. Advertising Standards Agency (ASA), adjudication, Automobile Association, substantiate etc</li> <li>demonstrated, using own words, an understanding of the key issues raised about gender differences in driving ability</li> <li>presented information in a way that establishes rapport with reader.</li> <li>evaluated the facts and opinions in the source documents to present a well-argued view based on the content of the documents.</li> </ul>	<p>Up to 3 marks</p> <p>Up to 2 marks</p> <p>Up to 3 marks</p> <p>Up to 2 marks</p> <p>Up to 3 marks</p>	13 marks
3.3.3	<p>Band 1</p> <p>The candidate spells, punctuates and uses grammar with reasonable accuracy e.g.</p> <ul style="list-style-type: none"> <li>the spelling of simple words is usually accurate</li> <li>full stops and capital letters are accurately used to demarcate sentences. Commas in lists are used accurately.</li> <li>there may be some grammatical errors, e.g. confusion of pronouns, tense and some lack of cohesion.</li> </ul>	1-3 marks	

