



Cambridge International AS Level

ENGLISH GENERAL PAPER

8021/22

Paper 2 Comprehension

May/June 2023

INSERT

1 hour 45 minutes

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.

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

Material for Section A

Situation

Sandro, an inhabitant of the country of Flindis, started blogging a few months ago about daily life with his two dogs, Tig and Tag, calling it *Tig and Tag's Adventures with their Human*. His number of followers was increasing slowly, but recently his blog went viral and became an internet sensation. This resulted in two publishing companies direct messaging (DM) his blog, both wanting to arrange online meetings with him to discuss turning it into a book.

The two DMs

Adore your blog, Sandro. Tig and Tag so adorable, brilliant idea relating adventures from their point of view. Love to work with you on a book of this. Please DM me back if interested.

Emilia, Tomasei Publishing

Interested in making a book out of your blog. Would appreciate it if you could DM us back as soon as possible in order to discuss in more detail a book deal with you.

Zio Braun, Limoni Books

Background information Sandro discovered about the companies

Tomasei Publishing

It is the only publishing company in Flindis, with all of Flindis' most popular writers signed to them. It was established in 2010 by Guy Tomasei, but it is now headed up by Emilia, his daughter.

A quote from Emilia: Our team works passionately in support of our authors to give them the best chance of success in an increasingly competitive marketplace. We tirelessly champion every book we publish as we believe that every book and every author matter!

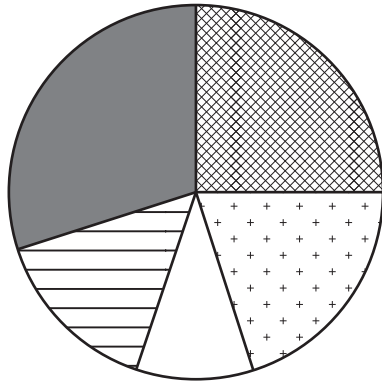
Limoni Books

It has been at the forefront of international publishing for nearly a century, with offices across four continents and its publications serving many millions of readers worldwide.

A quote from a company spokesperson: As the world's leading general book publishing company, and one of the oldest, we are always striving to achieve the best possible sales for our authors, helped by our strategic business alliances with media organisations, live event planners and social media companies.

Pie charts showing the types of books each company publishes

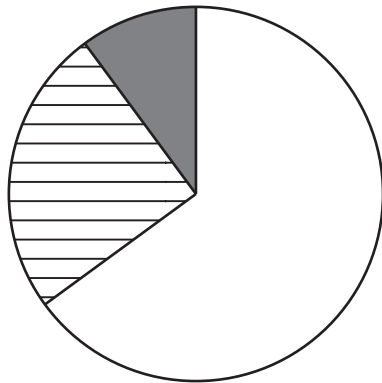
Limoni Books






key

-  Crime
-  Fantasy
-  Modern fiction
-  Historical fiction
-  Non-fiction

Tomasei Publishing



key

-  Modern fiction
-  Historical fiction
-  Non-fiction

Extracts from Sandro's online meetings

Tomasei Publishing

Emilia: (*grinning broadly*) I can't tell you how delighted I am you agreed to us having this chat, Sandro. It's such a pleasure to finally meet Tig and Tag's 'human'!

Sandro: (*looking very pleased*) Hi Emilia. You're welcome. I'm just a bit overwhelmed by all this interest in my little blog. Er, not used to discussing deals and such stuff, you see.

Emilia: (*in a soothing tone*) Oh, completely understand. But we can hold your hand, guide you through every step. Don't worry about a thing. (*Suddenly excited*) Oh, brilliant – I can see Tig and Tag behind you. What a thrill to get to meet your lovely dogs too! Would you all like to meet my dog Bella?

Limoni Books

Zio: (*dressed in a suit, with a let's-get-down-to-business-straightaway expression and speaking in a flat tone*) Good morning, Sandro. Thank you very much for agreeing to talk about turning your blog into a bestselling book. I have prepared an outline of the deal we want to offer you.

Sandro: (*feeling a little intimidated as he is wearing jeans and a T-shirt*) Oh, right. Gosh, that's fast work. Er, I'm not sure I'll understand all your business jargon. Could you explain it all to me in simple terms, please?

Zio: (*with a deceitful gleam in his eyes and the hint of a devious smile*) Why, of course I can. I will need to go away and rewrite my outline. Would it be acceptable to you if I were to reschedule this meeting for later on today?

Extract from one of Sandro's blog entries

Monday 18 August

Whilst our Human was distracted opening his post and sighing sadly at the arrival of several huge bills at once, Tag (the naughtiest puppy in the whole world) has just taken three sausages from our Human's plate and gobbled the lot. Tag looks triumphant. I tried to warn our Human, but he took no notice of my raised eyebrows. His communication skills really are inadequate in my opinion. Why can't our Human be as intelligent as me? His behaviour mystifies me!

Additional Information

1. Sandro lives in a small rented flat; his dream is to buy a flat of his own.
2. Limoni Books has about 5000 authors and an annual turnover of \$100 million.
3. Flindis has a population of 15 million.
4. Tomasei Publishing publishes books relating to Flindis or written by authors from Flindis.
5. Limoni Books is offering Sandro an advance (an initial payment) of \$50 000 and Tomasei Publishing, an advance of \$25 000. Both are offering royalties of 10% on the retail price of each book sold.
6. Sandro has the necessary skills to be good at his job as a care assistant in an old people's care home.
7. Tomasei Publishing would allow Sandro full editorial control over the content of his book.
8. Whenever he can, Sandro raises money for various charities in his beloved Flindis.
9. The average price of a flat in Flindis is \$70 000.
10. Tig is an elderly dog, whilst Tag is a playful puppy. Tig spends his life trying to boss around naughty Tag, who gets up to all sorts of mischief every day.
11. Limoni Books would require Sandro to work with a script editor when writing his book.
12. Tomasei Publishing looks after 500 authors and has an annual turnover of \$8 million.
13. Both Tig and Tag were found by Sandro in his local dog rescue and rehoming centre.

Material for Section B

An article by Astrid Haas, policy director of the International Growth Centre in Kampala

2021 will see a more formalised public transport system in many African cities

During the peak of the 2020 pandemic, the authorities in many African cities temporarily banned vehicles that make up the semi-official paratransit sector* – such as the taxis (the 14-seater minibuses) and boda-bodas (motorbike taxis) that provide an essential service in my own city, Kampala – fearing that they would increase the spread of Covid-19. In 2021, they will use this opportunity to reform the paratransit sector to make it more efficient, reliable and customer-friendly. 5

The paratransit sector provides an essential link between homes and places of work for those, usually the poorer residents of a city, who cannot afford cars but whose place of employment may be too far to access on foot. A major barrier to reform has been a lack of support from those who work in the sector, but governments now have a chance – thanks to the pandemic – to start reforming the sector with reduced political pain. They will do this through better regulation. In Kampala, the city's government has used the opportunity presented by lockdown to start registering the boda-boda and taxi industry, with providers required to apply for and obtain an operating licence. 10

Technology will also have a major role to play. Ride-hailing apps have already disrupted the African transportation sector. In a post-pandemic world, city governments are more likely to maximise the potential these apps have demonstrated. Apps will not only be used to support the formalisation and management of the industry through registering vehicles and deciding routes, but they will also allow customers to connect to riders and drivers contactlessly. Cities such as Kigali in Rwanda have already introduced transport regulations that require all boda-bodas to use GPS**-enabled smart meters to find their customers and determine their fares. Customers will have to pay using their smartphones. In 2021, other cities (including Kampala) are likely to introduce similar measures. 15 20

This process of formalisation, while providing a better service, could be reflected in a higher price for users. In Accra, Ghana, for example, government and vehicle owners have already agreed a 15 per cent fare increase to compensate for the fact that vehicles cannot operate to full capacity. This increase is fully passed on to consumers and it is likely that this will be the case with other reforms, too. However, governments will need to be careful to ensure that any proposed reforms do not suppress an industry that has otherwise been providing employment, is generally innovative, largely self-financing and which provides an essential service for many African citizens. 25 30

*multiple-occupancy transport systems in developing world cities operated by individuals and small businesses

**Global Positioning System using satellites

An article by Noam Bardin, Chief Executive Officer of a route-planning app

Carpooling will help cities break their dependence on single-occupancy vehicles

The pandemic gave us a glimpse of low-traffic cities. In 2021, we'll try to make this permanent.

Over the past decade, we've seen a global awakening to the broken transportation systems that we rely on.

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In 2021, we will have to begin introducing policies that ensure this vision becomes a permanent reality.

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