

**Section B**

**Read the material for Section B in the insert before answering the questions in Section B.**

**2 (a)** From the material identify the words or phrases that mean the following:

**(i)** have resisted the decline (paragraph 8)

..... [1]

**(ii)** succeed in achieving something difficult (paragraph 10)

..... [1]

**(iii)** a time when someone hits upon a discovery (paragraph 13)

..... [1]

**(b)** Describe Kevin Rushby’s nightmare vision of a British high street.

Answer **in about 30 words**.

.....  
.....  
.....  
.....  
.....  
.....  
..... [3]

**(c)** Identify the usual solution offered in paragraph 4 to improve the profitability of high street shops.

.....  
..... [1]

(d) State the causes of this steep decline in high street retail, according to one expert.

Answer using **your own words** as far as possible.

.....  
.....  
.....  
.....  
.....

[2]

(e) Regarding Beppe Lombardo,

(i) state the **two** factors that have ensured his success.

.....  
.....  
.....

[2]

(ii) identify what could threaten his success.

.....  
.....

[1]

(f) Regarding Bishopthorpe Road, state:

(i) **three** different features which contribute to its retail success.

Answer in **about 30 words**.

.....  
.....  
.....  
.....  
.....

[3]

(ii) **three** different reasons why it is a surprise that it is **not** in retail decline.

Answer using **your own words** as far as possible.

.....  
.....  
.....  
..... [3]

(g) At the street party, identify the characteristic displayed by people which suggested to Shrimpton that Bishopthorpe Road would survive.

.....  
..... [1]

(h) State the meaning of the following **three** words or phrases as they are used in the material.

You may write each answer in one word or a short phrase.

(i) 'traumatic' (line 9)

.....  
..... [1]

(ii) 'to revive' (line 38)

.....  
..... [1]

(iii) 'instrumental' (line 55)

.....  
..... [1]

- (i) Use the words or phrases in Question 2 (h) in **three** separate sentences to illustrate their meanings as used in the material.

Your sentences should not deal with the subject matter of the material.

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.....

[3]

[Total: 25]

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