

## 2006 AP<sup>®</sup> HUMAN GEOGRAPHY FREE-RESPONSE QUESTIONS



2. The photograph above, taken in a small town in Arkansas, shows a customer service call center in a building that until recently was an automotive parts manufacturing plant.
- A. Identify two reasons why businesses would choose to locate their call centers in small southern towns.
  - B. Discuss three disadvantages in the use of call centers as a local economic development strategy.



3. The viability of any state depends on a balance between centripetal and centrifugal forces.
- A. Define the concepts "centripetal force" and "centrifugal force."
  - B. Give a specific example of and explain a centripetal force that affects the viability of any of the states shown on the map above.
  - C. With reference to a different specific example, explain a centrifugal force that affects the viability of any of the states shown on the map above.

**STOP**

**END OF EXAM**

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2006 SCORING GUIDELINES**

**Question 2**

**PART A (2 points: 1 point for each correct reason)**

Identify two reasons why businesses would choose to locate their call centers in small southern towns.

- Low wage structure
- Low tax structure, tax incentives
- Low land (site costs) or rent
- Low building costs/buildings available
- Large labor pool (from deindustrialization) and small town/rural area
- Telecommunications in place or easily provided
- Business climate, e.g., right to work, zoning

**PART B (6 points: For each of 3 examples—1 point for Core Idea; 1 point for Discussion)**

Discuss three disadvantages in the use of call centers as a local economic developmental strategy.

<b>Core Idea(s)</b>	<b>Discussion Points</b>
Low wages	Adds little to local economy through disposable income
Footloose; short term; unstable employer	Corporate mobility facilitated by globalization of language, communications, technology, and minimal local investment Few local resources needs or demands Future technological advances Not a long-term contributor to local economic development
Low multiplier effect Low spin-off development	Not a provider of goods, so a minimal need for associated services, supplies, or local linkages
Amount of labor required is minimal	Small addition of capital to local economy—highly automated
Skill level requirements minimal	Jobs requiring basic in-house training Upward mobility/promotions restricted Limited improvements on education system
Part-time employment	Limited employment benefits
Global corporation	Separation from parent company headquarters does not encourage loyalty to locality Low investment requirements Longevity in the place depends on corporate success, succession of owners