



Rewarding Learning

General Certificate of Secondary Education
January 2011

Learning for Life and Work

Learning for Work

[GSW31]

MONDAY 10 JANUARY, AFTERNOON

MARK SCHEME

<p>1 (a) (i) Lakeside Hotel. (AO2)</p> <p>(ii) Any one from:</p> <ul style="list-style-type: none"> • head chef • waiters • waitresses. (AO2) <p>(iii) 25th May 2011. (AO2)</p> <p>(b) Any three from:</p> <ul style="list-style-type: none"> • location of the job • pay • qualifications/skills required • experience required • reputation of the firm • prospects of promotion within the firm • work/duties involved • working conditions//hours of work, etc. • holidays • uniform • fringe benefits • training. <p>or any suitable alternative (3 × [1]) (AO1)</p> <p>(c) Any one from:</p> <ul style="list-style-type: none"> • the applicant may not have met the specified requirements, e.g. qualifications, experience, etc. (AO1) • the application form may have arrived after the closing date – forms are not usually accepted after the deadline (AO1) • poor application – the application form may have been incorrectly completed (AO1) • criminal record • the job may not require an interview. <p>or any suitable alternative [1] for basic response, [2] for fully developed answer (1 × [2])</p>	<p>[1]</p> <p>[1]</p> <p>[1]</p> <p>[3]</p> <p>[2]</p>
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AVAILABLE
MARKS

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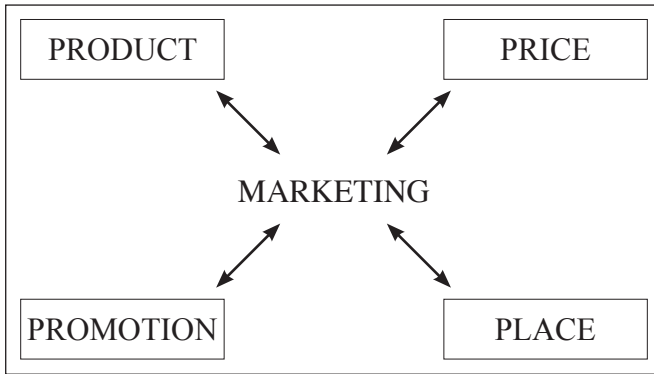
- 2 (a) Any **two** from:
- skills (AO2)
 - attributes (AO2)
 - qualities. (AO2)
- [2]
- (b) Any **one** from:
- Department of Enterprise, Trade and Investment (DETI) (AO1)
 - Invest NI (AO1).
- or** any local enterprise agency
- [1]
- (c) Any **one** from:
- the appearance of Ben’s premises – if Ben’s shop is clean and tidy it will attract customers (AO1)
 - the appearance of Ben himself and his staff – customers like to see him smartly dressed and tidy (AO1)
 - the manner in which Ben and his staff greets and attends to his customers (AO1)
 - the helpfulness of Ben and his staff towards his customers – people like to see a friendly and helpful person serving them (AO1)
 - Ben could provide a newspaper delivery service in the early morning (AO1)
 - Ben could return his unsold newspapers and magazines for recycling (AO1)
 - provide other services, e.g. confectionery, bread/milk, etc.
 - employing staff who are keen to satisfy customers. (AO1)
- or** any suitable alternative
- [1] for basic response, [2] for fully developed answer
(1 × [2])
- [2]
- (d) Any **two** from:
- cost – locating in the middle of a town will prove to be more expensive than further out on the outskirts as rates on premises are more expensive in town centre (AO1)
 - easy access – can delivery vans travel in and out easily? (AO1)
 - parking – can customers park near by? (AO1)
 - competition – how close is the nearest newsagent? (AO1)
 - passing trade – is the location in a busy area where people pass by on a regular basis?
 - the ease at which Ben gets planning permission so that the premises can be built. (AO1)
- or** any suitable alternative
- [1] for basic response, [2] for fully developed answer
(2 × [2])
- [4]

- 3 (a) So that her body is protected when she is using the printing machinery. (AO1) [1]
- (b) In case of an emergency, e.g. fire, she will know the quickest way of evacuating the building. (AO1) [1]
- (c) Any **two** from:
- employees may work in an environment which is safe and secure so that their health and well-being is not adversely affected
 - the law states that employers must abide by all health and safety legislation, otherwise they will have penalties imposed on them
 - a healthy and safe working environment will mean that employees will carry out their tasks more efficiently and therefore result in a more profitable organisation
 - safe environment so workers will be more motivated.
- or** any suitable alternative
[1] for basic response, [2] for fully developed answer
(2 × [2])(AO1) [4]

AVAILABLE
MARKS

6

4 (a)



in any order

[3]

(b) Any **one** advantage from:

- questionnaires are a cheap and quick method of research (AO1) so small businesses can afford to do this (AO3)
- they provide local responses (AO1) which the business can use to target the local area (AO3)
- they will allow businesses to identify gaps in the market (AO1) and therefore meet that need. (AO3)

or any suitable alternative

[1] for basic response, [2] for fully developed answer

(1 × [2])

[2]

Any **one** disadvantage from:

- some people resent being stopped in order to answer questions and thus may give false answers (AO3)
- sometimes people misunderstand the questions and give misleading responses (AO1) which makes the results less accurate (AO3)
- the area where the questionnaire is being carried out may not prove to be an accurate cross-section of the target market (AO1) and thus results may not be accurate. (AO3)

or any suitable alternative

[1] for basic response, [2] for fully developed answer

(1 × [2])

[2]

(c) In answering this question, candidates may refer to the following:

- an entrepreneur is someone who may exhibit the following characteristics:
 - creativity
 - imagination
 - risk-taking
 - hard working/industrious
 - motivation
 - good communication skills
 - staying power
 - team spirit
 - confident
 - patience
 - determination.

Band 1 ([1]–[2])

Candidates will recall some knowledge and demonstrate a basic understanding of the characteristics of an entrepreneur. (AO1) They may show some ability to make judgements on the characteristics of an entrepreneur. (AO3) Quality of written communication will be poor.

Band 2 ([3]–[4])

Candidates will recall relevant knowledge and show a sound understanding of the characteristics of an entrepreneur. (AO1) They will make relevant judgements on the characteristics of an entrepreneur. (AO3) Quality of written communication will be satisfactory.

Band 3 ([5]–[6])

Candidates will recall accurate relevant knowledge and demonstrate a thorough understanding of the characteristics of an entrepreneur. (AO1) They will make reasoned judgements on the characteristics of an entrepreneur. (AO3) Quality of written communication will be good. [6]

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5 In answering the question candidates may refer to:

On the one hand:

- it can give them experience interacting with others
- it can build up team working skills
- it can allow them to find out if this is an appropriate career path
- it can give an income that fosters independence and financial responsibility.

On the other hand:

- it can make them tired and undermine performance at school
- it can put them under pressure to have days off school to work at busy times
- it can lead to problems between home and school
- it could lead to under performance in examinations.

Band 1 ([1]–[3])

The candidate will recall some knowledge and demonstrate a basic understanding of the effects part-time work can have on students. (AO1) They may show some ability to make judgements on the effects part-time work can have on students. (AO3) Quality of written communication will be poor.

Band 2 ([4]–[6])

The candidate will recall relevant knowledge and demonstrate a sound understanding of the effects part-time work can have on students. (AO1) They will make relevant judgements, present plausible conclusions and may evaluate the effects part-time work can have on students. (AO3) Quality of written communication will be satisfactory.

Band 3 ([7]–[9])

The candidate will recall accurate relevant knowledge and demonstrate a thorough understanding of the effects part-time work can have on students. (AO1) They will make relevant judgements, present substantial conclusions and evaluate the effects part-time work can have on students. (AO3) Quality of written communication will be good. [9]

Total

9

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