



Coimisiún na Scrúduithe Stáit  
State Examinations Commission

LEAVING CERTIFICATE  
APPLIED 2010

MARKING SCHEME

English and  
Communication

COMMON LEVEL

Part One - Audio Visual (30 minutes, 40 marks)

ANSWER ALL QUESTIONS

**When you have seen the first clip you will have time to answer questions 1 to 5.**

**1. Identify TWO facts about Jill Fitzgerald that you learned from the introduction to the television programme *Higher Ground*. (4 marks)**

Award **2** marks each for **two** of the following:

Farmer, full-time mum, part-time student, living in Kerry

Any relevant facts merit full marks

**2. Name ONE of the mentors who will advise Jill. (2 marks)**

Award **2** marks Paul McCarthy **or** Peter Young

**3. What TWO products does Jill sell? (4 marks)**

Award **2** marks each:

Wedding cakes

Cake toppers

**4. Do you think that **Cake-Toppers** is a good name for Jill's company? Explain your answer. (4 marks)**

Award **1** mark for yes or no

Explanation award ex **3** marks

**5. From watching this clip, do you think that there is a market for Jill's produce? Explain your answer. (6 marks)**

Award **1** mark for yes or no

Explanation award ex **5** marks

Answer may refer to 20,000 weddings in Ireland every year, the product can go anywhere etc.

**When you have seen the second clip you will have time to answer questions 6 to 9.**

**6.** Why do you think the mentors focus on improving Jill's website? (4 marks)

Award ex **4** marks

Answers may refer to:

The primary route to the market is your website, a professional website is going to give confidence to customers

**7.** According to the owner of hairybaby.com, what is different about selling a product on-line and selling a product in a shop on the High Street? (4 marks)

Award ex **4** marks

Answers may refer to:

Being open 365 days a year 24 hours a day High street shops closing at 5 or 6

Online you have not got the tangible product in hand

**8.** List **TWO** things Jill says she learned from her visit to Daragh Murphy's hairybaby.com business? (6 marks)

Award **3** marks each:

Customer testimonials are important  
Needs to make changes to website

**9.** Based on what you have seen do you think Jill Fitzgerald will be a successful entrepreneur? Give **TWO** reasons. (6 marks)

Award ex **3** marks each for **two** relevant reasons

Answers need to be relevant to the clip to merit full marks

**Part Two – Written (90 minutes, 120 marks)**

**EACH QUESTION IN PART TWO CARRIES 30 MARKS**

Candidates must attempt **FOUR** questions, **ONE** from each of the **FOUR** sections.

**EACH QUESTION IN PART TWO CARRIES 30 MARKS.**

**Section 1: Communications and The Working World**

**Answer question 1 or 2**

**1.** Read the advertisement below and answer the following questions.

**Sales assistant wanted for busy sports shop.**

**Experience would be an advantage.**

**Please send a C.V. and cover letter to;**

**Alpha Sports, Market St, Limerick**

(a) Write a letter of application for the job advertised above. (15 marks)

Candidate's address **1** mark

Date **1** mark

Correct salutation and conclusion **2** marks

Signature **1** mark

Alpha Sports address **1** mark

Content and layout of letter **9** marks

- award ex **9** marks for relevance

(b) Write out a Curriculum Vitae (C.V.) suitable for the above job using the following headings: (15 marks)

- ☐ **PERSONAL DETAILS**
- ☐ **EDUCATIONAL DETAILS**
- ☐ **EMPLOYMENT DETAILS**
- ☐ **INTERESTS AND HOBBIES**
- ☐ **REFERENCES**

Award ex **3** marks each for relevant information under each heading

Curriculum Vitae needs to be written with reference to advertised position

**OR**

**2. (a)** Name **ONE** of your Leaving Certificate Applied Work Experience placements. Give a detailed description of **TWO** of your duties during your work placement. (5 marks)

Award **1** mark

Name of placement

Award ex **2** marks + ex **2** marks for description

Candidates who state their duties but do not describe can only be awarded a maximum of **2** marks (**1 + 1**)

**(b)** Do you think confidentiality is important in the workplace? Explain your answer. (4 marks)

Award ex **4** marks

Answer must relate to the workplace

**(c)** Do you think your Leaving Certificate Applied Work Experience has helped you to prepare for the world of work? Give **TWO** reasons for your answer. (6 marks)

Award ex **3** marks for each reason

Answer may refer to any of the following:

Expectations of employer, routine of the working day, greater awareness of the skills needed in the workplace, etc.

**(d)** Imagine you have been asked to speak to a group of Leaving Certificate Applied students who are going on their first Work Experience placement. Write out the talk you would give including **THREE** pieces of advice about Work Experience. (15 marks)

Three pieces of advice ex **4** marks each

“Pieces of advice” must be stated, developed, explained or clarified to merit full marks

Candidates who state “pieces of advice” but do not elaborate can only be awarded a maximum of **6** marks (**2 + 2 + 2**)

Reference to register and tone / delivery / audience ex **3** marks

## **Section 2: Communications and Enterprise**

### **Answer question 3 or 4 or 5**

**3. (a)** Describe your role in your Leaving Certificate Applied mini-company/enterprise. (6 marks)

Award ex 6 marks. Emphasis is on candidate's own role.

If a candidate does not identify his / her individual role, mark to a maximum of 4 marks.

**(b) i)** Describe one challenge that your mini-company/enterprise experienced. (3 marks)

Award ex 3 marks

Description of challenge

**ii)** Explain how your company/enterprise dealt with that challenge. (3 marks)

Award ex 3 marks How the company / enterprise dealt with challenge

**(c)** Advertising is a very important aspect of business. Describe what your mini-company/ enterprise did to advertise your product, service or event. (6 marks)

Award ex 6 marks

**(d)** Explain the following terms from your Communications and Enterprise course: (12 marks)

**AGENDA –**

**MINUTES –**

**A.O.B. –**

Award ex 4 marks for each term

Answers need to be fully developed to merit full marks

**OR**

**4.** Examine the advertisement below and answer the questions that follow.

(a) What is the message of this advertisement? (2 marks)

Award **2** marks

Help stop the flu from spreading

(b) i) List **TWO** sources of further information about flu mentioned in the advertisement.(3 marks)

Award **2** marks + **1** mark for any of the following:

Internet, Freephone, 1800 94 11 00, [www.hse.ie](http://www.hse.ie), [www.dohc.ie](http://www.dohc.ie)

ii) Suggest **ONE** place the above advertisement might appear. Explain why you think it might appear there. (3 marks)

Award **1** mark for place

Answers may refer to:

Doctor's surgery, chemist, school, etc.

Any relevant answers are acceptable

Award ex **2** marks for relevant explanation

(c) Do you think this is an effective advertisement? Give **TWO** reasons for your answer. (8 marks)

Candidate may agree or disagree

Award **1** mark Yes / No

Award ex **4** marks + **3** marks for two reasons

Answer may refer to:

Use of colour, Use of photograph, Use of language, Layout of advertisement, etc.

(d) Design an advertisement for your Leaving Certificate Applied mini-company/enterprise. You may decide to describe the advertisement in words and/or to use an illustration. (14 marks)

Description of mini company / enterprise / product / service

Name of product / service

comment on the unique selling points ( USPs ) of product

mention of availability of product / etc. ( **12** marks )

Emphasis on tone / presentation style of advertisement etc. ( **2** marks)

**OR**

**5.** Read the article below, adapted from [www.prlog.org](http://www.prlog.org), and answer the questions that follow.

**"Jedward - Ireland's Next Entrepreneurs?"**

John and Edward are young twin brothers from Ireland, who over the last two months have really taken the UK Singing contest, The X Factor, by storm.

Coached by their manager, Louis Walsh, the two go out on stage every week, and give it their best, jumping, dancing and singing. Their slot is always near the end because the producers know that everyone wants to see them.

Every week, despite doing what Cheryl Cole always kindly calls an "entertaining" performance, they get universally slated by the other judges, and some of the crowd even boo them - which is ridiculous.

What is important is that they stand up there and take it, and for the most part seem totally unbothered. They're there to have fun, and if they were voted out you just know it wouldn't be the end of their world - not like some of the others.

What is clear is that whether or not Jedward win the X Factor, they could just very well represent and lead the next wave of Irish entrepreneurs who are ready to give it a shot, to succeed, and to have another go if they don't.

What is obvious from the brothers' performances is that they aren't so wrapped up in what people think of them that they're scared to do something different. They really don't seem to mind that much what people think - and for any budding entrepreneur this is critical.

Able managed by Louis Walsh, they know that each week they remain on the show they are building priceless public recognition for "brand Jedward".



(a) According to the article, why did Jedward perform near the end of each episode of the X Factor TV show? (3 marks)

Award **3** marks

Everyone wants to see them

(b) From what you have read above, why are Jedward good examples for Irish entrepreneurs? (6 marks)

Award ex **6** marks

Answers must reflect to Jedward as examples for entrepreneurs

(c) Explain the following terms from your Communications and Enterprise course: (9 marks)

**PRESS RELEASE –**

**TARGET AUDIENCE –**

**STEREOTYPING –**

Award ex **3** marks for each term

Answers need to be fully developed to merit full marks

(d) From what you have learned in the Communications and Enterprise section of your course, explain what **THREE** of the following people do in a company:

- i) Finance Manager
- ii) Marketing Manager
- iii) Personnel Manager
- iv) General Manager
- v) Production Manager (12 marks)

Award ex **4** marks for each term

Answers need to be fully developed to merit full marks

### Section 3: The Communications Media

#### Answer question 6 or 7

6. Read the article below, adapted from [www.independent.ie](http://www.independent.ie), and answer the questions that follow.

#### **Internet news overtakes printed papers for US readers**

For the first time ever, Americans are more likely to turn to the internet for news rather than printed newspapers or the radio, recent research has revealed.

Most of those surveyed said they turned to multiple sources for news – about 46% used up to six different news sources a day. The number of people going online for news has overtaken users of newspapers and radio and is fast catching up with TV. The most common online news sources were portals such as AOL and Google, which are visited by more than half of online news users a day.

Half of those surveyed said they read the news in a local newspaper and 17% said they read a national newspaper such as the *New York Times* or *USA Today*. This compares with 61% of people who searched the internet for their news. About 54% said they listened to a radio news programme at home or in the car. The most popular news sources were local TV stations, counting for 78%, followed by 73% who watched the news on a national network such as CNN or Fox News.

“Americans' relationship with news is changing dramatically”, the report said. “Traditional news organisations are still very important to their consumers but technology has changed every aspect of the relationship between news producers and the people who consume news.”

- (a) i) According to the article, what percentage of people sourced their news from the internet?(2 marks)

Award 2 marks

61%

- ii) According to the article what was the most popular source of news? (2 marks)

Award 2 marks

Local TV stations

- (b) What is the main point of this article? (5 marks)

Award ex 5 marks

Reference to internet news overtaking printed papers as source of news for Americans

C i) List four sources of news mentioned in this article. (4 marks)

Award **1** mark for each of the following:

Online, TV, newspapers, radio

ii) Explain what a provincial newspaper is and give **ONE** example. (5 marks)

Award **1** mark for name of provincial paper

Award **ex 4** marks for explanation

(d) You have been asked to design a survey about internet use by students in your school.

Write out **FOUR** questions you would include in your survey. Your questions should be designed to gather as much information as possible. (12 marks)

Award **2** marks for each question.

Award **ex 4** marks for relevant content / layout of survey

**OR**

7. Read the article below, adapted from the *Irish Times HEALTHplus* supplement, about Daragh Murphy and his *Hairy Baby Clothing Company*. Then answer the questions that follow.

Having worked for a number of years as a DJ and also with an audio-visual company, Daragh Murphy finally felt the time was right to develop his business idea.

Tired of the usual Irish-themed clothing with shamrocks and leprechauns, Daragh decided to design his own range of T-shirts. He named his company the *Hairy Baby Clothing Company*, named after his famous head of hair as a baby. He sells T-shirts with humorous Irish slogans. Slogans featured on the T-shirts include; “Suckin’ Diesel” and “I’m a Savage for Bacon and Cabbage”!

Daragh says, “We really have a unique way of talking in Ireland and some of the phrases we use are very funny. The T-shirts give people a chance to wear their Irishness across their chests and to celebrate our unique sense of humour.”

The company has expanded its product range to include hoodies, aprons and shopping bags. To save money it was decided to sell products only on-line. By 2008 Daragh had managed to develop a business employing six people and with a healthy turnover of €500,000.

Daragh maintains that much of his success is due to offering an unusual, quality product. He also believes that the year he took to research fabrics, printing methods and T-shirt design before beginning production was an important factor in achieving

success. On setting up his own business he says, “I now work longer and harder than I ever did before. There’s great satisfaction in watching your idea succeed and develop – as long as you are not afraid of hard work”.

(a) i) By 2008, how many people did Daragh employ? (2 marks)

Award **2** marks

Six / 6

ii) Where did the company name, *Hairy Baby Clothing Company*, come from? (2 marks)

Award **2** marks

Named after his famous head of hair as a baby

(b) Why did Daragh Murphy decide to sell T-shirts with humorous Irish slogans? Give **TWO** reasons (5 marks)

Award **3** marks + **2** marks

(c) i) From what you have read about Daragh Murphy above, give **ONE** reason why you think he is successful in business. (4 marks)

Award ex **4** marks

ii) Give **ONE** reason why you think the *Hairy Baby Clothing Company* products are so popular. (5 marks)

Award ex **5** marks

(d) Write an article for a local newspaper about **ONE** of the following:

- ☐ a business person you admire
- ☐ a person who impressed you while on your work experience
- ☐ a person who does voluntary work in your community. (12 marks)

Award ex **10** marks

Award ex **2** marks Layout of article

## Section 4: Critical Literacy and Composition

### Answer question 8 or 9

8. Read the lyrics of the song *You Are Not Alone* by the band **REM** and answer the questions that follow.

When the day is long and the night, the night is yours alone,  
When you're sure you've had enough of this life, well hang on  
Don't let yourself go, 'cause everybody cries and everybody hurts  
Sometimes

Sometimes everything is wrong. Now it's time to sing along  
When your day is night alone, (hold on, hold on)  
If you feel like letting go, (hold on)  
When you think you've had too much of this life, well hang on

'Cause everybody hurts. Take comfort in your friends  
Everybody hurts. Don't throw your hand. Oh, no. Don't throw your  
hand  
If you feel like you're alone, no, no, no, you are not alone

If you're on your own in this life, the days and nights are long,  
When you think you've had too much of this life to hang on

Well, everybody hurts sometimes,  
Everybody cries. And everybody hurts sometimes  
And everybody hurts sometimes. So, hold on, hold on  
Hold on, hold on, hold on, hold on, hold on, hold on  
Everybody hurts. You are not alone

(a) What do you think the theme of this song is? Explain your answer. (5 marks)

Award ex 5 marks

Any relevant well developed answers merit full marks

Answer may refer to any of the following:

Sense of hope, sense of taking comfort in your friends, etc

(b) Write out your favourite line from this song. Explain your choice. (5 marks)

Award 1 mark for selection of line

Award ex 4 marks Justification of selection

(c) This song was recently re-released as a charity fund-raiser for earthquake victims in Haiti.

Do you think this song was a good choice for that purpose? Explain your answer.  
(6 marks)

Award 1 marks yes / no

Award ex **5** marks Explanation

Answer needs to be developed to merit full marks

(d) Select a song or poem that you have studied during your LCA course. Write a letter to the songwriter or poet explaining why you liked or didn't like that song or poem.

N.B You may not use the song printed above in answering this question. (14 marks)

Award **1** mark Name of song or poem

Award **1** mark Name of poet or songwriter or singer

Award **2** marks Layout of letter

Award ex **10** marks for explanation of appeal

Candidates must refer to why the song or poem appealed to them to merit full marks

**OR**

**9.** Read the article below, adapted from [www.brownbagfilms.com](http://www.brownbagfilms.com) and answer the questions that follow.

## **SECOND ACADEMY AWARD NOMINATION FOR IRELAND'S BROWN BAG FILMS**

Award-winning Irish animation studio, Brown Bag Films, secured its second Academy Award nomination in 8 years with its short animated film, *Granny O'Grimm's Sleeping Beauty*. Brown Bag Films was previously nominated in 2002 for the short film, *Give Up Yer Aul Sins*.

The six-minute film of *Granny O'Grimm's Sleeping Beauty* tells the story of a seemingly sweet old lady who terrifies her little granddaughter at bedtime with her dark version of the Sleeping Beauty fairytale.

*Granny O'Grimm's Sleeping Beauty* was one of five nominations in its category. It was up against wellknown animation studios such as Pixar – who made *Up* and *Toy Story* – and Aardman, who make *Wallace & Gromit* and *Shaun the Sheep*. Unfortunately, *Granny O'Grimm's Sleeping Beauty* was not successful in this year's Oscars, losing out to the French film, *Logorama*.

Nevertheless, the publicity surrounding the Oscar nomination has helped spread the word about this highly entertaining film. Already over 70,000 people have watched *Granny O'Grimm's Sleeping Beauty* via the internet. Her hairstyle was recently compared to Jedward's by the Irish media and she was described as 'One to Watch in 2010' by the Irish Times.

(a) i) Name the first film for which Brown Bag Films received an Oscar nomination. (3 marks)

Award **3** marks

Give Up Yer Aul Sins

ii) On what well-known fairy tale is *Granny O'Grimm* based? (2 marks)

Award **2** marks

Sleeping Beauty

(b) Name **TWO** other animation/film companies, mentioned in the article, also nominated for Academy Awards in 2010? (5 marks)

Award **3** marks + **2** marks

Pixar, Aardman

(c) From what you read in the article, what did Brown Bag Films gain from their Oscar nomination? (6 marks)

Award ex 6 marks

Reference to publicity

(d) Name a film or drama that you have studied. Write a review of the film or drama for a local newspaper. (14 marks)

Award **2** marks Name of film or drama

Award ex **12** marks for review

Candidates must review the film or drama to merit full marks