## An Roinn Oideachais agus Eolaíochta Department of Education and Science





# **Leaving Certificate Vocational Programme**

### Link Modules

### **Examination 2002**

WEDNESDAY, 8 MAY, 2002: 10.00 A.M. - 12.30 P.M.

#### **INSTRUCTIONS TO CANDIDATES**

Write your Examination Number in the box.

Write all answers into this Answer Book.

There are three Sections in this Examination.

Section A – Audio Visual

There are **eight** questions.

All questions must be answered.

(30 marks)

**Examination Number** 

Section B – Case Study

There are three questions.

All questions must be answered.

(30 marks)

Section C – General Questions

There are six questions.

Four questions must be answered.

(100 marks)

- You will have three minutes to read the questions in Section A.
- You will be shown a video sequence of a Fish Farm.
- You will see the sequence three times.
- The first showing will include the whole sequence.
- It will then be shown in three parts. After each part is shown you will be given time to write the answers in the answer booklet.
- You will then see the whole video sequence again.

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Section A	Audio Visual	30 marks

## Answer all questions.

Part 1	
Q1.	Why did the business partners decide to change from salmon farming?
	l mark
Q2.	What was involved in the feasibility study?
03	2 marks  State three feature which influenced TIC Too's choice of leasting for the havings
Q3.	2 marks State <i>three</i> factors which influenced TlC Teo's choice of location for the business.
Q3.	

Part 2	2						
Q4.	State	and explain	two means	s by which TIO	C Teo ensure	s the quality (	of its product.
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	<u> </u>						4 marks
05	Z2)	Outling	tua factors i	considered by	the company	when emplo	ving its staff.
Q5.	(i)					, <b></b>	<b>,</b> &
	(ii)	Why is e	ach of these	e factors impo	ortant?		
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							4 mark

Q6.	State <i>two</i> challenges facing TIC Teo. How could the company effectively meet these challenges?
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	4 marks

Part	Part 3		
<b>Q</b> 7.	(i)	Identify three requirements necessary for a successful business, as described	
	(ii)	by the co-owner of TIC Teo.  Explain why each of these requirements is necessary.	
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		6 marks	
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Q8.	Survival in business is very important. Do you think TIC Teo will survive into a future?	he
	Give three reasons to support your answer.	
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	6 ma	ırks

#### **EntCo**

EntCo is a business which operates from a Business Park, located 1 mile from Bailebeg, a town of 5000 inhabitants. Bailebeg is 40 miles from the nearest city and is situated along a motorway. The town had a tradition of textile based industries, but all of these are now closed down. The Business Park has attracted a range of industries, all of which are now successful

Sister and brother, Maeve and Peter Ryan own and run EntCo. Maeve has a background in Business and Computers. After leaving College, she worked 8 years for firms in Ireland and London. Peter is a qualified chef and, before setting up the business, worked for a large city hotel for 5 years. Peter oversees production and new product development. Maeve has responsibility for the sales and marketing, and administration requirements.

EntCo is involved in the food business. It began as a catering company providing prepared meals for canteens in local businesses. Currently the company uses fresh ingredients in all its products. Ingredients are sourced locally, and, as the fruit and vegetables are readily available, the business does not have a problem obtaining raw materials.

The business has grown over the past two years and now employs 8 full-time and 20 parttime workers. The company aims to be adaptable and will look after customer needs at all times. Maeve is continually looking for new markets and ways to develop the business. As the market for its produce has expanded the company has extended its product range.

Maeve saw an opportunity in the retail sector brought about by the changing lifestyles of customers who demand good quality, convenience food. Maeve and Peter have worked to develop the range of products and to plan how a large number of orders could be met. Now EntCo supplies supermarkets and delicatessens in the area with prepared meals and individual dishes. The company also caters for individual party orders for special functions. This area of the business has expanded rapidly and EntCo now caters for many of the large functions in the area.

Recently, one of the old textile factories has been bought by a large food production company which produces a wide range of frozen foods and vegetables. This company has three other large food plants in the country. Maeve and Peter are aware that they must be competitive and offer a unique service. They carry out market research regularly in order to come up with new ideas for products.

EntCo has been approached by a large supermarket chain to supply ready-made, easy cook meals. If Maeve and Peter are to begin supplying this supermarket chain they will have to expand and upgrade their production facility. They have started to draw up a plan so that they can set out the implications of this possible expansion.

30 marks

## Answer all questions.

Q1 State and explain briefly three positive features of I	EntCo.
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	12 marks
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**Q2.** 

Complete a S.W.O.T. analysis of EntCo.

Q.3	(i)	Describe how EntCo could overcome possible competition from the large food production company which has recently purchased one of the old textile factories.
	(ii)	Explain three implications for EntCo of proceeding with its expansion plans
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		12 marks

Section C	<b>General Questions</b>	100 marks

There are six questions. Answer any four questions. All questions carry equal marks.

Q1. (a) State two advantages and two disadvantages of having a permanent job.

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	(ii)	What steps should be taken to ensure that a meeting is properly organised and run efficiently?
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11 marks

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(c)	State three personal qualities which an employer would look for in empl

			employee.	<del></del>	
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List six items/pieces of information which should be included in a Contract

(d)

(a)	Describe what is meant by the term "good communicator".	
		4 marks
		4 marks
(b)	Outline three ways of improving your communication skills.	
		<u></u>
		6 marks

Q3. Research has indicated that successful people are good communicators.

(c)	State and explain three personal characteristics of a successful entrep
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	6 m
(d)	Describe in detail three reasons why a business might fail.
(d)	

Q4.	(a)	Name <b>two</b> <i>voluntary</i> organisations in your area providing services to the local community:
		e case of <b>one</b> of the organisations mentioned above, state <b>one</b> advantage <i>or</i> <b>one</b> dvantage of: (i) How it is run and (ii) How it is financed.
<u></u>		
(i)		dvantage:
	D	risadvantage:
(ii	) <i>H</i>	low it is financed
	A	dvantage:
	Б	Pisadvantage:
		6 marks

<i>(b)</i>	Describe briefly three differences between voluntary organisations and enterprises.
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(c)	Explain why it is important to evaluate voluntary organisations.
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(c)	

(d)	Choose a voluntary organisation in your local area, other than the one detailed above, and write a short evaluation of this organisation. You should include <b>four</b> distinct areas which you are evaluating.			
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	8 mark			

## Position Available

for an innovative person

to work in the Business Development Division of a medium sized engineering firm

Applicants must hold the ECDL or another IT qualification

Apply with CV to: Personnel Manager EngTippCo Business Park Tipperary Town

EngTippCo is an equal opportunities employer

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(b)	Outline three methods an employer may use to recruit employees	S.
		6 marks
(c)	Consider an outside visit your LCVP class has undertaken.	
	(i) Name the business/organisation visited.	
		1 mark
	(ii) List four steps taken by the class in organising this visit.	· <b>T</b> A
		4 marks

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	List three advantages of doing work placement/work shadowing.	
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	3	mark
y)	State and explain the steps involved in securing the work placement/shadowing.	work
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**Q6.** 

(c)	(i)	Explain three obligations an employer has regarding Health & Safety at work.
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		6 marks
	(ii)	Explain two obligations an employee has regarding Health & Safety at work.
	<del>-</del>	
		4 marks
(d)	Using place	three separate headings, write a brief evaluation of your work ment/work shadowing.
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		6 marks

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# For Examiner's use only

	Marks Awarded
Section A	
Section B	
Section C	
Q1	
Q2	
Q3	
Q4	
Q5	
Q6	
Total	

Suim na n-iomlán ó bhun na leathanaigh.  Total of end of page totals.	
Mór-iomlán na ceiste/gceisteanna nár ceadaíodh.     Aggregate total of all disallowed Question(s)	
3. An t-ollmharc cruinn a bronnadh (1 lúide 2) Total mark awarded (1 minus 2)	
4. Breismharc do fhreagairt trí mheán na Gaeilge (má tá i gceist).  Bonus mark for answering through Irish (if applicable).	
<ol> <li>Marc iomlán má bronnadh breismharc do fhreagairt trí Ghaeilge (3 + 4).</li> <li>Total mark awarded if Irish Bonus (3 + 4).</li> </ol>	
Nóta: Caithfidh an marc i líne 3 (nó líne 5 má bronnadh breismharc do fhreagairt trí mheán na Gaeilge) a bheith cothrom leis an marc sa bhosca Mór Iomlán ar an script.  Note: The mark in row 3 (or row 5 if an Irish Bonus is awarded) must equal the mark in the TOTAL box on the script.	