

An Roinn Oideachais agus Eolaíochta
Department of Education and Science

15500



AN ROINN | DEPARTMENT OF
 OIDEACHAIS | EDUCATION
 AGUS EOLAÍOCHTA | 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)

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)

| Examination Number |
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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 part-time 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.

- 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.

Handwriting practice area with 20 horizontal lines.

12 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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| <p>Two advantages:</p> <hr/> <hr/> <hr/> <hr/> <p>Two disadvantages:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p style="text-align: right;">8 marks</p> |
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(b) Outline **three** reasons for preparing a business plan.

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Q4. (a) Name **two** *voluntary* organisations in your area providing services to the local community:

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In the case of **one** of the organisations mentioned above, state **one** advantage *or* **one** disadvantage of: (i) How it is run *and* (ii) How it is financed.

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| (i) <i>How it is run</i> |
| Advantage: |
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| Disadvantage: |
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| (ii) <i>How it is financed</i> |
| Advantage: |
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| Disadvantage: |
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| 6 marks |

Q5.

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

(a) Explain **three** of the underlined words/terms.

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| 6 marks |

(b) Outline **three** methods an employer may use to recruit employees.

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| 6 marks |

(c) Consider an outside visit your LCVP class has undertaken.

(i) Name the business/organisation visited.

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| 1 mark |

(ii) List **four** steps taken by the class in organising this visit.

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| 4 marks |

Q6. As part of your LCVP course you have undertaken work placement/work shadowing.

(a) List **three** advantages of doing work placement/work shadowing.

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| 3 marks |

(b) State and explain the steps involved in securing the work placement/work shadowing.

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| 6 marks |

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For Examiner's use only

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

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|---|--|
| 1. Suim na n-iomlán ó bhun na leathanaigh. Total of end of page totals. | |
| 2. 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). | |
| 5. Marc iomlán má bronnadh breismharc do fhreagairt trí Ghaeilge (3 + 4). Total mark awarded if Irish Bonus (3 + 4). | |
| <p>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.</p> <p>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.</p> | |