



**Coimisiún na Scrúduithe Stáit
State Examinations Commission**

**LEAVING CERTIFICATE VOCATIONAL
PROGRAMME - 2003**

LINKS MODULES

MARKING SCHEME

WRITTEN EXAMINATION & PORTFOLIO

And

**Notes for use with the written examination marking
scheme**

LCVP Written Examination 2003

Solutions & Marking Scheme

Examination: Total Marks 160

Distinction 128 marks

Merit 104 marks

Pass 80 marks

Section A	Audio Visual	30 marks
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Part 1

Q1	Why did Peats engage in training?	2 marks
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*They engaged in training to develop new communications, teamwork and customer skills.
Or because of overseas competition. 1m if only one answer given.*

1m + 1m

Q2	What are the benefits to Peats of using teamwork?	2 marks
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- 1. They are continually improving, asking how they can do things better.*
- 2. Individuals have more freedom on how they can do their work.*
- 3. They have a better motivated, more effective customer- driven sales team.*

2 @ 1m

Q3	How did Peat's respond to the threat of more competition?	2 marks
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- 1. They had a strategy to work as a team.*
- 2. They provided the training needed.*
- 3. They looked at the wider picture and not just the customer needs on the shop floor.*

2@ 1m

Part 2

Q4	What are the similarities between the work of a coach and the work of a business person?	4 marks
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- 1. Motivation and empowerment, help people become more independent are important for both.*
- 2. They both must build confidence and abilities in people.*
- 3. A good coach/business person is able to recognise and make the most of the learning moment.*
- 4. They are both involved in planning, observing and giving feedback.*
- 5. They can both teach you new skills.*
- 6. Both work with teams for everyone's good/benefit/make everyone feel they belong.*

2 @2m (1m + 1m)

Q5	How do individuals benefit from Teamwork?	4 marks
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- 1. It helps them integrate into a team, learn new skills/share.*
- 2. Teaches them to work for the collective good of the team/sharing responsibilities/winning.*
- 3. Encouraged to fit into the unit i.e. feel an integral part /belonging to the full business team.*

2 @ 2m (1m + 1m)

Q6 In business what two categories of employees can benefit most from individual coaching? In each case outline an advantage to the business of this individual coaching. The same advantage should not be repeated. **4 marks**

- 1. The performer who is new to the company: Helps them learn/settle in quickly.*
- 2. The de-motivated employee: Encourages them to work harder.*
- 3. The newly promoted individual: Helps them take on the extra responsibility/succeed.*

2 @ 2m each (1m + 1m)

Part 3

Q7 Name the new teamwork skills needed, stating why each is important. **6 marks**

- 1. Budgeting or setting deadlines – you must control what is happening/ costs are met or work gets done when it is due.*
- 2. Facilitation skills – you must be able to supervise yet coach, train, develop the business and listen to what others are saying.*
- 3. Soft skills – meeting skills/feedback skills/looking at the whole person so that the work gets done.*

3 @ 2m each

Q8 What benefits does the self-directed Teamwork approach bring to an enterprise/organisation? Three separate benefits should be given, explaining each one. **6 marks**

- 1. Business stay in business/ become more profitable so jobs are saved.*
- 2. Quality of the work will be better as workers take more responsibility for/pride in their own tasks/more motivated.*
- 3. Workers become more versatile/skilful/creative as the worker must be good at many types of work/jobs.*
- 4. Individuals can mature/develop and be confident to use their abilities in voluntary/ community organisations. This helps the enterprise/organisation as positive signals are sent out about them.*
- 5. The enterprise/organisation can become more efficient i.e. get more work done/done faster.*
- 6. Fewer industrial relations problems as workers are more content.*

3 @ 2m each

Section B	Case Study	30 Marks
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Q1	State and explain briefly <i>three</i> advantages to Ruth of setting up her own business.	6 marks
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1. *You are your own boss. You make all your own decisions.*
2. *Make more money as if the business does well you take all the profits.*
3. *You can choose the type of work you want to do. You only need do what you like.*
4. *Flexibility, you can work when you want and where you want.*
5. *Personal satisfaction, seeing your own idea work/ rewards for own hard work.*
6. *Recruitment, she can employ whom she wants.*

3 @ 2m each (1m + 1m)

Q2	Outline <i>three</i> major decisions Ruth would have to make to ensure that her business is successful.	12 marks
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Major decisions

1. *Finance – Having the initial capital to set up the business.
Working capital for day to day expenses, budgeting.
Pricing of her products/services will affect the business*
2. *Marketing - Advertising her business correctly.
Doing sufficient and correct market research so that she knows who her customers are.
Building up good customer relations with both suppliers and customers.*
3. *Growth - How big does she want the business to become.
Future plans on how it should develop, will she always look for new ideas.
Number of employees needed/extra costs, assets.*
4. *Management- Decisions on the day to day running of the business.
Delegate properly, who does what.
Planning & organization – what skills are needed.*
5. *Service- Having an up to date service.
Responding to changing customer needs.
Staying ahead of competitors.*

3 @ 4m 1m for decision + 3 statements about it @ 1m each

Q3 Identify **three** personal and **three** business risks associated with business expansion. Explain the implication of each. **12 marks**

Personal

1. *Over worked* *Having to work very hard and long hours to make it successful.
Personal life and health may suffer.
She may no longer get the personal satisfaction out of the business as it grows.
Loses personal touch.*
2. *Personal finances* *Ruth will have to invest heavily if the business expands.
This may involve a lot of personal debt to raise the capital needed.*
3. *Expertise* *She may not have the skills for all areas of the business.
Stress levels may increase.*
4. *Reputation* *Risk of loss of personal reputation due to failure/shortcomings in the business.*

Business:

1. *Competition* *ELECT Ltd. may not be able to compete with larger/similar business in the same line of business.
The use of the Internet means the business can be located anywhere so competitors could operate easily in the same market.*
2. *Environment* *A recession in Ireland would mean that the customers could be closing down or cutting back.
National wage agreements/change in government policy/inflation.
Quality of internet service.*
3. *Financial Risks* *Lose credit rating with lenders
Operating costs of the business could go up making the business unviable.
Assets lost if they were used as security for loans.
Cashflow problems because of slow/late paying customers.*

6 @ 2m each (0m, 1m or 2m)

Section C**General Questions****100 marks**

Q1 (a) List *two* qualities of an enterprising person. State *one* reason why each quality is important.

4 marks

<u>Qualities</u>	<u>Reason</u>
<i>Innovative:</i>	<i>You need constant new ideas/ways of doing something for success.</i>
<i>Risk-taker:</i>	<i>Not afraid to try something new.</i>
<i>Positive attitude:</i>	<i>Will always want to try something new.</i>
<i>Enthusiasm:</i>	<i>Wants to work/get on.</i>

Listing 2 @ 1m each**Reasons 2 @ 1m each**

(b) Identify and explain *three* essential elements needed to successfully set up a Business Enterprise.

9 marks

- Finance:* Capital is needed for premises, equipment, working capital
- Product/service/market:* Must be in demand i.e. Have market research done/advertising.
- Staffing:* You must have properly trained staff.
- Location:* The business needs to be in a good location for transport systems, employees
- Managerial Exp.:* Those setting up the business must know what they are doing.
- Laws:* Comply with country's laws e.g. Health & Safety, Tax
- Business plan:* Needed for borrowing or for obtaining grants.

1m for identifying & 2m for explaining (1m + 1m)

(c) Your class wishes to visit a local business so that you can see a business in operation. Write the letter to the business seeking permission for the visit.

12 marks

<i>Letter</i>	<i>Own address</i>	1m	}	
	<i>Business address</i>	1m	}	
	<i>Date</i>	1m	}	<i>must be perfect</i>
	<i>Dear/Yours.</i>	1m	}	
<i>Content:</i>	<i>Introduction</i>	1m		
	<i>Permission to visit</i>	2m		
	<i>Closing</i>	1m		

Grammar/spelling/paragraphing/punctuation/flow **4m (deduct 1m for each error up to a maximum of 4m)**

Q2 (a) Success is very important for any business/enterprise.
(i) State 3 ways success can be measured.

3 marks

1. *Profit/ increase sales*
2. *Continuity- staying in business*
3. *Expansion/increasing in size/employ more staff.*
4. *Being highly regarded/customers returning/good brand name.*
5. *Winning Awards*
6. *Low labour turnover.*
7. *Good share price.*

3 @ 1m each

(ii) Outline **two** ways a manager/owner of a business can ensure that the targets of the business are met.

4 marks

1. *Constantly review what is happening/hold regular meetings/compare to business plan/control.*
2. *Put employees in charge of different areas i.e. quality, finance.*
3. *Work overtime if needed so that orders can be met.*
4. *Plan very carefully and realistically so that undue pressure is not put on/ have sufficient stocks/ equipment/ staff.*
5. *Offer an incentive such as bonus or commission.*

2 @ 2m each

(b) Explain the term “Marketing Mix”. Give an example to illustrate your answer.

5 marks

The Marketing Mix is getting the 4 P’s i.e. product, price, place and promotion (packaging) correct, in order to successfully sell the product or service.

Definition 3m

Example 2m (must be applied)

(c) Identify a product/service you might wish to promote. Outline an advertising campaign that you might put in place to promote this product/service. **7 marks**

Product or service

1m

Advertising campaign: 3 steps needed

3 @ 2m each 1m stating + 1m explaining

1. *Posters/billboards/buses/flyers/press releases.*
2. *Radio/TV*
3. *Promotions/free samples or goods*
4. *Competitions*
5. *Sponsorship*
6. *Newspapers*

Or

If a specific campaign is outlined accept. Look for 3 statements about the campaign i.e. stages in the campaign or details, well explained. 3 @ 2m each (1m + 1m)

(d) Why would it be important to evaluate the campaign? Explain how you could carry out an evaluation of the advertising campaign. **6 marks**

It is important to evaluate so that you can see what worked well/ was effective.

This gives you feedback for the next time.

2m

How you evaluate:

1. *Look at the costs involved and see if the campaign was cost effective.*
2. *Survey the public to see who knew about the product or service/won awards.*
3. *Have a meeting with employees for their feedback.*
4. *Check with the sales department to see if orders have increased.*

2 @ 2m

Q3 Everyone is engaged in either paid or unpaid work.

(a) Describe *three* benefits (non financial) to be gained from participation in work. **6 marks**

1. *Self-esteem is improved as you are doing something worthwhile/sense of achievement/morale.*
2. *Promotion prospects will encourage the employee to work harder.*
3. *Status means the worker will feel better about him/herself so family/social life will benefit.*
4. *Feeling of well-being from helping someone in need.*
5. *Self-improvement/new skills.*
6. *Opportunity to travel*

3 @ 2m each (1m + 1m)

(b) Identify and explain *four* qualities that help to make a person more employable. **8 marks**

1. *Qualifications*
2. *Experience*
3. *Reliability*
4. *Adaptability*
5. *Motivation*
6. *Energy and drive*
7. *Enthusiasm and commitment*

4 @ 2m (1m for identifying + 1m for explaining)

(c) Name **three** Financial Institutions serving the needs of your local area. **3 marks**

1. *Banks (National Irish Bank, BOI etc..).*
2. *Building Societies (EBS, Irish Permanent..).*
3. *Post Office.*
4. *Credit Union.*

3 @ 1m each

(d) Name and describe in detail **two** different schemes in operation to help unemployed people return to the workforce. **8 marks**

FAS Training of workers in particular skills areas. Participants get paid whilst training. Courses run for a particular length of time.

CES For long term unemployed. Retraining given. Work in local organizations so local area benefits.

Others: Youthreach, VTOS, any named local scheme, County Enterprise or Leader but the latter two must be explained in context of unemployed.

2 @ 4m each

1m naming the scheme + 3m for description.

Q4 (a) Describe **four** steps you would take to prepare for a job interview. **8 marks**

1. *Research on the job/place of work.*
 2. *Update/review your CV/qualifications.*
 3. *Practice/review possible questions/ do a mock interview.*
 4. *Organise what to wear.*
 5. *Plan to get to the interview in good time/organize transport.*
- 4 @ 2m each description must be there 0m or 2m**

(b) Outline **two** methods by which a student can obtain feedback on his/her performance on Work Experience. **4 marks**

1. *Review and discuss work experience evaluation form with your teacher/employer.*
 2. *Ask the employer or person supervising in the work place.*
 3. *Review the amount and quality of information available for the work experience diary.*
- 2 @ 2m (0m or 2m)**

(c) Name **two** voluntary bodies that carry out Community Work in your area.
Select one of the bodies mentioned and draw up an Agenda for a monthly meeting. **7 marks**

Naming Voluntary bodies

2 @ 1m each

Agenda:

*Minutes**

Matters Arising

Correspondence

*Fundraising**

Planning of any project

Organising staff

Reviewing activities/projects

Guest speaker

A.O.B.

*** compulsory items**

2 compulsory items @ 1m + any 2 others @ 1m

layout 1m

(d) Outline **three** benefits to local communities of voluntary organisations. **6 marks**

1. *Provides a service not otherwise available.*
 2. *Helps the less well off so everybody has at least a basic lifestyle.*
 3. *Improves status of the whole community as it is seen as all embracing.*
 4. *Individuals involved benefit greatly as they are more committed to the local community/planning for themselves.*
 5. *Greater community spirit/support hence other new projects will be undertaken eg. Tidy towns.*
 6. *Good example to young people which gets them involved and out of trouble.*
 7. *Can obtain grants for the community: funds raised in the community used locally.*
- 3 @ 2m each (0m or 2m)**

Q5 (a) Describe in detail **two** impacts of the Single European Market on a business with which you are familiar. **6 marks**

1. *Competition from abroad means the business must work hard at improving the product and keeping costs down.*
2. *Opportunities as new markets for goods/raw materials/movement of capital have opened on the continent.*
3. *Costs involved in bringing products or services up to EU standards.*
4. *Those doing business in the EU must recruit employees with language skills.*
5. *Extra costs involved in extra packaging for transporting/ foreign languages/advertising abroad.*
6. *Currency: The EURO makes it easier to do business.*
7. *Legal requirements such as documentation made easier.*
8. *Financial savings due to abolishment of customs duties.*
9. *Mutual recognition of qualifications in Europe so job opportunities opened up in EU.*

2 @ 3m each.

Statement + basic description must be present for 2m: good clear description earns 3m.

(b) (i) Describe *two* ways that time-keeping can be monitored in the workplace. **4 marks**

1. *Clock in/clock out cards*
2. *Sign in book*
3. *Scan in using ID cards/thumb prints/iris recognition.*
4. *Personal checks*
5. *Video cameras.*

2 @ 2m each Description must be present for marks to be awarded.

(ii) Why is this monitoring important? **4 marks**

Punctuality means that working time is not lost. This could lead to lost orders/ customers/extra costs incurred.

Workers will learn that punctuality is important so rules will be respected.

Wages can be accurately calculated as exact records are available.

The reliability of workers can be checked.

Important for recording flexi-time.

2 @ 2m each. 0 or 2m. Description must be present for marks to be awarded.

(c) The term “initiative” is often used in business/employment. Explain initiative using an example to illustrate your answer. **5 marks**

Initiative is working on your own without always having to be supervised/ instructed. It often involves employees seeing an opportunity and having the confidence to take it.

Definition 3 m. Example must be applied/illustrated, 0 or 2m

(d) State *three* important things you learned whilst on work experience. Show how what you have learned can be applied in the home or in the community. **6 marks**

1. *New skills*
2. *Personal abilities or qualities, what I was/was not good at or able to endure.*
3. *Value of time-keeping.*
4. *Value of neat appearance.*
5. *Importance of being organized.*
6. *Problems that need to be overcome e.g. shyness, perseverance etc.*
7. *Career suitability.*

Stating 3 @ 1m each. How the three mentioned can be applied 3 @ 1m each

Examples must show different applications.

Q6 “To fail to plan is to plan to fail” is a quotation often used when talking about organisations or activities.

(a) State *two* uses of a Business Plan.

4 marks

1. *Raising Finance:* To obtain bank loans or grants.
Planning allows you to see how much capital is needed and also when it is needed.
2. *Goal setting:* Short and long term goals can be set and planned for.
Acting on market research.
3. *Timing:* It allows you see when the work must be completed by.
4. *Identify weakness:* Anticipate needs of business
Take corrective action.
5. *Monitor Progress:* Compare actual with plan.
Change plans if needed.

2 @ 2m each (0m or 2m)

(b) Consider an activity/enterprise you have been involved in whilst undertaking the Link Modules.

Type of Enterprise _____

Set out below, under appropriate headings, a business plan for this enterprise.

16 marks

<i>Name of Activity</i>	1m
<i>Outline of Activity</i>	2m
<i>Aims 2 required @ 1m each</i>	2m
<i>Who prepared by/ details on management</i>	1m
<i>Market Research Methods (1 required)</i>	2m
<i>Market Research analysis</i>	2m i.e. 0m, 1m, 2,
<i>Finances (Capital or Schedule of Costs must be stated)</i>	2m
<i>Work or Time plan</i>	1m
<i>Evaluation methods (2 required)</i>	2m 2 @ 1m
0m marks for headings only.	Neatness & Layout 1m

(c) (i) What is a Recruitment Agency?

1 mark

A Recruitment Agency is a business that will find employees for an employer.

1m

(ii) What are the benefits to an employer of using such an agency?

4 marks

Employers:

- 1. Saves them time dealing with applications and short listing.*
- 2. Saves them money doing their own advertising.*
- 3. Good agencies attract high calibre applicants.*
- 4. The agency will head-hunt for the employer.*
- 5. The agency will often have specialized staff who will recruit more objectively.*

4 @ 1m each