



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Scrúduithe Ardteistiméireachta 2007
Clár Gairme na hArdteistiméireachta
Leibhéal Comónta

Leaving Certificate Examination 2007
Leaving Certificate Vocational Programme
Common Level



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**Leaving Certificate Examination
Leaving Certificate Vocational Programme
Common Level**

Leaving Certificate Vocational Programme 2007

Link Modules Examination

Solution & Marking Scheme

Written Examination

Examination Total marks 160

Distinction 128 marks

Merit 104 marks

Pass 80 marks

Section A**Audio Visual****30 marks****Part 1**

Q1 Why was Radio na Life (RnL) established? **1 marks**

RnL was set up to provide an Irish language service to the Irish language community in the greater Dublin area. Voice for the Irish language community

1 @ 1m

Q2 What are the distinctive audiences that RnL has? **2 marks**

- 1 Those interested in talk based programmes/current affairs/ politics/ health/ literature.*
- 2 Those interested in music, a broad range of tastes.*
- 3 Traditional Irish music fans to rock, indie, R&B fans.*
- 4 Irish speakers.*

2 @ 1m each

Q3 What does RnL contribute to its community? **3 marks**

- 1 A voice for the Irish language community in Dublin.*
- 2 To train young Irish speakers in Dublin.*
- 3 To give the necessary skills to go on and work in the community broadcasting sector.*
- 4 To give employment/70-80 presenters.*
- 5 To help workers develop interpersonal skills.*

3 @ 1m each

Part 2

Q4 What qualities are required by Fergal in his job? **4 marks**

- 1 Technical knowledge, recording, editing.*
- 2 To be flexible/adaptable as he can be asked to do and any general repair jobs/works on the computer/internet.*
- 3 To be able to work with the Board members and also with volunteers – teamwork skills.*

2 @ 2m (1m +1m)

Q5 What issues frustrate Fergal and why?

4 marks

- 1 *That wonderful programmes can be produced yet these people are only volunteers who must be helped.*
- 2 *Their programs are of a higher quality than the commercial stations and they do not get paid.*
- 3 *People do not understand how important it is to work as part of a team.*

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

Q6 Describe the teamwork required in running RnL

4 marks

- 1 *A number of people required to put the one voice on the radio/researchers, producers etc.*
- 2 *You have to get to know what each other person is doing/communication skills.*

2 @ 2m (0 or 2m)

Part 3

Q7 What are the factors that RnL, as a community station, have to address?

6 marks

- 1 *Dealing with the volunteers, keeping them happy.*
- 2 *Financial constraints, working within their budgets/day to day costs.*
- 3 *Maintaining standards in programming output/variety/ in the standard of the Irish.*
- 4 *Licensing issue, they have to renew their license this year/answerable to the Broadcasting Commission.*
- 5 *They do not have a huge budget to spend on marketing & advertising/replacing worn equipment.*
- 6 *Finding appropriate funding.*
- 7 *Continuous marketing of the station.*
- 8 *Attracting advertisers.*

3 @ 2m

Q8 What factors will affect the future development of RnL?

6 marks

- | | |
|---|--|
| 1 <i>Funding</i> | <i>They are not entitled to the same funding as other stations, particularly those in disadvantaged areas. Managing budgets.</i> |
| 2 <i>High standards</i> | <i>Maintaining variety eg. Programmes on literature, cookery and Irish Drama.</i> |
| 3 <i>Legislation/programming policy</i> | <i>They have to answer to the Broadcasting Commission /be granted a new license.</i> |
| 4 <i>Marketing</i> | <i>Re branding of the station as it badly needed a facelift.</i> |
| 5 <i>Attracting advertisers</i> | <i>Very little commercial pressure at the moment, this may change.</i> |

3 @ 2m each (0 or 2m)

No repetition of points in Q7 & Q8. If point awarded marks in Q7 do not allow in Q8.

Section B**Case Study****30 Marks****Q1** State and explain the advantages to Michael of setting up your own business?**6 marks**

- 1 *He will be his own boss and can shape his own future.*
- 2 *He can choose his own working hours/holidays particularly as the business grows.*
- 3 *It can be financially rewarding as he gets to keep all the profits.*
- 4 *He can make all the decisions without having to consult with others/quickly.*
- 5 *It is far more satisfying to work for oneself rather than be employed.*
- 6 *It is a limited company i.e. has limited liability.*

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

Q2 (i) What assistance can state agencies offer entrepreneurs?**4 marks**

- 1 *You may get grants towards the costs of assets/provide premises.*
- 2 *Grants for feasibility studies to help you set up a business which will be successful.*
- 3 *Grants/training programs for management/workers.*
- 4 *Advise on running the business/mentoring.*
- 5 *They organize Trade Fairs.*

2 @ 2m

1 m for stating + 1m for explaining.

(ii) Prepare a SWOT analysis for KeeParts Ltd.

8 marks

- Strengths*
- 1 *Michael has good experience.*
 - 2 *Location is close to a city.*
 - 3 *Good market for the product.*
 - 4 *Michael is proactive and ambitious.*
 - 5 *Michael has contacts from previous jobs.*
 - 6 *He is using his own capital.*

- Weaknesses*
- 1 *KeeParts is very dependent on Michael.*
 - 2 *Unable to expand from current location.*
 - 3 *Small number of employees.*
 - 4 *Michael has invested heavily.*

- Opportunities*
- 1 *New contract*
 - 2 *Increase turnover/profits.*
 - 3 *To realize further his ambition.*
 - 4 *Potential of new markets.*
 - 5 *Could expand his product range.*

- Threats*
- 1 *Competition from others*
 - 2 *Risk of failure.*
 - 3 *Burden of borrowing.*
 - 4 *Maintaining high quality.*
 - 5 *Over reliance on one customer.*

4 @ 2m

2 statements under each heading.

No marks for heading only.

Q3	Describe four possible implications of expansion for KeeParts Ltd.	12 marks
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- 1 *Staffing*
 - 1 *KeeParts would have to recruit new staff.*
 - 2 *Training may have to be paid for.*
 - 3 *Difficulty in getting suitable staff.*
 - 4 *Different types of staff required, e.g. Administrative staff.*

- 2 *Location/
Premises*
 - 1 *New premises is required*
 - 2 *Premises must be suitable.*
 - 3 *Size must be appropriate.*
 - 4 *Leased or bought?*

- 3 *Machinery;*
 - 1 *Capital cost.*
 - 2 *Running costs e.g. insurance, maintenance.*
 - 3 *Health & Safety issues.*

- 4 *Pressure:* 1 *Extra workload for Michael.*
 2 *New management position/ sharing of power.*
 3 *Competitive pressure.*
- 5 *Quality:* 1 *How to maintain this.*
 2 *ISO Standards.*
 3 *Health & Safety issues.*
- 6 *Logistics* 1 *Distribution*
 2 *Exporting*
 3 *Cost of using sub contracting.*
- 7 *Financial* 1 *Capital Costs*
 2 *Types of finance.*
 3 *Bigger profits/Managing Cashflow/Budgets.*
 4 *Business Plan needed for financial institutions.*

4 @ 3marks each.
1m for stating
1m + 1m for expansion.
No repeating of points/ explanations.

Q1 Enterprise is an important factor in successful organizations.

(a) Name an entrepreneur in your own community?

2 marks

Any named person

2m

(b) Describe the enterprising characteristics of that person.

6 marks

- 1 Confident, they believe in what they are doing.*
- 2 Ambitious, they want to succeed/do better.*
- 3 Innovative, they are good at new ideas.*
- 4 Decisive, they choose particular actions.*
- 5 Risk taker, not afraid to try new things.*

Or

other relevant point

3 @ 2m (1m + 1m)

Must be explained for 2m

(c) Describe four ways in which the success of an enterprise can be measured.

8 marks

- 1 Market share, to have more customers than competitors.*
- 2 Profit, increase on previous year/more than competitors.*
- 3 Level of sales, increase in turnover on previous years, met objectives.*
- 4 Awards, Have the firm been awarded ISO accreditation/won prizes.*
- 5 Size of business, number of employees/gained new markets/share price.*
- 6 Customer loyalty, easy to keep existing customers.*
- 7 Winning Awards, ISO, Quality Marks.*
- 8 Turnover of staff.*
- 9 Continuity/length of time in business.*

4 @ 2m each

1m for stating

1m for explaining.

(d) Contrast the role of the entrepreneur with that of the manager.

9 marks

- 1 *An entrepreneur comes up with an idea a manger is responsible for implementing it/a particular function/running the business.*
- 2 *An entrepreneur takes a risk where as a manager does not necessarily take a risk.*
- 3 *An entrepreneur works for themselves whereas a manager is often employed by others.*
- 4 *An entrepreneur may not have specific training whereas a manager has specific training in one or more areas.*
- 5 *An entrepreneur has the potential to make high profits where as a manager is paid a set salary.*
- 6 *An entrepreneur sets up the business and the manager runs it.*

3 @ 3m (0 or 3m)

Contrast must be evident.

No repetition of points.

Q2 A visit out by your class to a business/organisation.

(a) Distinguish between profit making and non-profit making organisations.

4 marks

A profit making organization is a business that sells a good or service/makes money.

A non profit organization provides a service/helps others free of charge.

2m + 2m

(b) Name a business/organisation your class has visited as part of the Link Modules

1 mark

Any named organization

1m

(c) Describe two factors that contributed to the success or failure of the visit.

6 marks

- 1 *How well the visit was planned*
- 2 *Did arrangements work according to plan?*
- 3 *Participation of all the class members.*
- 4 *How welcoming/prepared the organization we visited were for us.*
- 5 *The quality of the research on the organization.*
- 6 *Quality of the questions asked/information received.*

2 @ 3m each

(2m for stating)

(1m for expansion).

(d) (i) Why it is important to evaluate your visit?

5 marks

- 1 To review if arrangements went to plan.
- 2 To see what changes need to be made for future activities.
- 3 To review each persons role/ teamwork of the class.
- 4 To see if it is worth repeating.
- 5 To see were the desired aims met.

5 @ 1m each

(ii) Describe three methods that could be used to evaluate the visit out, with a reason for choosing each method.

9 marks

- 1 *Questionnaire:* Can be given to the organization visited as well as to the class.
Reason: Easy to administer/collate results.
Can be completed anonymously.
Generally inexpensive.
Good response rate.
They are objective.
- 2 *Ask Teachers/Member of organisation visited for opinion.*
Reason: Allows the class to practice their interview/communication skills.
Questions can be explained if necessary.
Easy to do.
No cost involved.
You will get honest feedback/review of teamwork.
- 3 *Quality of report has enough information/correct type of information been learned.*
Reason: Easy method to use as all class members must produce a report.
Reports can be compared easily.
- 4 *Review of Teamwork. Did the class put into practice what they have learned.*
Reason Objective was to work well as a team.
All class members are aware of what is involved.
- 5 *Class Discussion: Varying opinions and discussions can be taken on board.*
Reason Easy to organize
Everyone can participate.
Allows one to see how much was learned.
Good to show improvement or practice in communication skills.

3 @ 3m each Method 1m Description 1m Reason 1m

Q3 Career Investigation is an important part of choosing a suitable career.

(a) Name a career you have investigated as part of the Link Modules **1 mark**

Any named career

1m

(b) Identify **three** sources of information you used to investigate the career, outlining how each source was relevant. **6 marks**

- 1 *Internet/Qualifax Easy to use.
Up to date information.*
- 2 *Brochures/Prospectus/Library
Very convenient to use.
Easily available.*
- 3 *Open Day Convenient
You get a lot of information in the one place.*
- 4 *Interviewing someone working in the career/work experience.
You can ask any question.
They have all the relevant information.*
- 5 *Career Guidance teacher
They have a variety of information.
Easy to access the information.*

*3 @ 2m each
(1m naming + 1m describing)*

(c) Describe **three** methods of evaluating the career investigation activity. **9 marks**

- 1 *Reviewing quality of information received. Have you enough information to make an informed choice about the career.*
- 2 *Review the quantity of information received/Quality of the Career Investigation Report for the portfolio. Did you get answers to a range of questions?*
- 3 *Outcome of the activity, has it motivated you to work harder in school/be more realistic in your goals.*
- 4 *Review if there were skills improved or new skills learned.*

*3 @ 3m each
(2m stating + 1m explaining)*

(d) Describe **three** changes in Irish employment trends in recent years.

9 marks

- 1 *Low unemployment.*
- 2 *Need for immigrant workers.*
- 3 *High wage rates.*
- 4 *An increase in the range of Service industries.*
- 5 *Impact of IT on types of jobs, e.g. Call centers.*
- 6 *Change of sectors where people are employed, e.g. manufacturing to service industries.*
- 7 *Flexible working arrangements/non permanent jobs.*

3 @ 3m

2m stating + 1m for explaining

Voluntary enterprises make important contributions to local community.

Q4 (a) Name a voluntary organization or community enterprise in your local area.

1 mark

Name.

1m

(b) Write a detailed account of the above body under **four relevant** headings.

8 marks

- 1 *Aims/Objectives – What the organisation does.*
- 2 *History of the organisation.*
- 3 *Details on the people involved.*
- 4 *Finances and fundraising.*
- 5 *Marketing*
- 6 *Who benefits from the organisation.*
- 7 *Development plans.*

4 @ 2m (1m + 1m)

No marks for heading.

(c) Identify and describe a community need not currently being met locally.

8 marks

Identifying the need/description.

1 m

1 People affected.

1 m

2 Why it is needed/reasons

6m 3 @ 2m (0m or 2m)

(d) What suggestions would you make to address that need?

8 marks

1 Organise a meeting for/committee of interested persons.

2 Set up new branch of Society/organization e.g. St V de P.

3 Get businesses in the local area involved.

4 Project for local school.

5 Fundraising event/apply to National Lotto for funding.

6 Approach local representatives for help.

4 @ 2m each (0m, 2m)

Q5 You are required to undertake appropriate work experience/shadowing as part of the Links Modules programme.

(a) Outline **one** method of finding work experience/shadowing

3 marks

1 Personal contact/careers teacher.

2 Sending out a CV.

3 Personal Visit.

4 Checking paper for potential placements/internet.

5 Telephone

6 Part time work.

Stating 1m + Outline 2m.

(b) Explain **three** benefits of participating in work experience/shadowing.

6 marks

1 You see what is involved in that particular job.

2 You may get part-time/summer work.

3 You experience what is involved in working life.

4 Helps with career choices/decisions.

5 You get a chance to interact with adults other than your teachers/parents.

.../

- 6 *You have referees to list on your CV.*
- 7 *Helps you be more mature/confident.*
- 8 *You are more motivated in school to get a better LC/can do a better LCVF portfolio.*
- 9 *You can develop new skills.*

3 @ 2m each

(c)	Describe how the “school experience” can help this activity.	6 marks
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- 1 *Skills or knowledge learned from subjects can help.*
- 2 *Keeping rules/wearing uniform teaches you respect/discipline as this is needed in the workplace.*
- 3 *Schools projects give you a chance to interact with business which helps.*
- 4 *Confidence gained through school activities makes participating in the work experience easier.*
- 5 *The recorded interview for the Portfolio is a good practice interview for helping with a real interview.*

3 @ 2m each (0, 2m)

(d) (i)	Outline three benefits of Health and Safety regulations in the workplace.	6 marks
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- 1 *Workers are protected from unsafe work practices/reduction in the number of insurance claims.*
- 2 *Workers take responsibility for own safety.*
- 3 *Ensures that standards are the same for all workers.*
- 4 *All employees have up to date information/training.*
- 5 *Ensures that workers are treated with dignity e.g. no bullying or harassment.*

3 areas @ 2m each
(0m, 2m)

(ii)	Explain the obligations of an employee in relation to Health and Safety.	4 marks
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- 1 *To follow all safety procedures/adhere to all notices/have to hold a Safe Pass.*
- 2 *To wear protective clothing.*
- 3 *To use all relevant machinery properly.*
- 4 *To report all hazards and accidents.*
- 5 *To treat each other with respect.*

4 @ 1m each

Planning is important for a successful enterprise.

Q6 (a) Why is a “business plan” important for an enterprise?

2 marks

It allows you to set aims & objectives. Be realistic about finance needed and is necessary if you are applying for a bank loan or grants. It helps you make decisions.

2 statements @ 1m each.

(b) Describe **three** challenges that a new enterprise might face.

6 marks

- 1 *Financing.*
- (i) *Where finances or investment can be obtained.*
 - (ii) *Cost of the investment.*
 - (iii) *Restraints imposed by lenders or Grant agencies.*
 - (iv) *Running costs.*
 - (v) *Cashflow management.*

- 2 *Difficulty recruiting employees.*
- (i) *Language issues.*
 - (ii) *Relevant experience.*
 - (iii) *Salaries that have to be paid.*

- Legalities*
- (i) *Conditions attached to grants.*
 - (ii) *Formalities setting up the business.*

- 3 *Finding suitable premises.*
- (i) *Cost of rent.*
 - (ii) *Location.*
 - (iii) *Appropriateness*

- 4 *Marketing/Customers*
- (i) *Expertise to do this properly*
 - (ii) *Cost*
 - (iii) *How competitors do this.*
 - (iv) *Most up to date methods.*

- 6 *Product/Service.*
- (i) *Getting it right to meet customer demands.*
 - (ii) *Maintaining quality.*
 - (iii) *Changing product/service.*
 - (iv) *Keeping ahead of the competition.*

- 7 *Competition*
- (i) *Identify who the competition are.*
 - (ii) *Influence on prices*
 - (iii) *Quality of product.*

*3 @ 2m each
(2 statements @ 1m each)*

(c) In the case of an activity/enterprise in which you were involved in the course of the Links Modules course, prepare a business plan using **four** appropriate headings. **8 marks**

- 1 Aims
- 2 Market Research
- 3 Analysis of Market Research
- 4 Finances.
- 5 Production/Account of Activity/Time/Costs.
- 6 Personnel
- 7 Evaluation Methods

4 @ 2m each (1m + 1m)

(d) Evaluate your participation in this enterprise activity under **three** distinct headings. **9 marks**

Must be personal

- 1 Teamwork
*How well I was able to work/communicate with others.
How I helped solve differences.*
- 2 Success of the activity.
*Outcome i.e. was profit made/aims & objectives met.
How I contributed to the quality of the activity.*
- 3 Ability to carry out assigned job.
*New skills I learnt.
Confidence I gained.*

3 @ 3m each
(1 m for heading) +
(2 points @ 1m each)

