Coimisiún na Scrúduithe Stáit

State Examinations Commission

Leaving Certificate Vocational Programme

Link Modules Examination 2015

Wednesday, 6 May 2015, 10.00 – 12.30

Examination Number

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)**

Section A	**Audio Visual**	**30 marks**

- You will have **three** minutes to read the questions in Section A.
- You will be shown a DVD with an enterprise theme.
- You will see the DVD **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 your answers in the appropriate section of the answer book.
  - You will then see the entire DVD sequence again.

This page may be used for notes or to supplement answers.

Section A **Audio Visual** **30 marks**	Office Use Only	
Answer all questions.	1	2
Part 1		
Q.1 What type of business did Sylvia initially want to set up?		
1 mark		
Q.2 Why was this type of business suited to Sylvia?		
2 marks		
Q.3 State the niche market identified by Sylvia as a result of her feasibility study. Outline why this market might be successful for Sylvia.		
3 marks		

Section A	**Audio Visual**	**30 marks**	Office Use Only	
Part 2			1	2
Q.4 What has Sylvia learned from her previous experience in running a business?				
		4 marks		
Q.5 Explain the types of support the Local Enterprise Office could offer Sylvia.				

Section A **Audio Visual** **30 marks**	Office Use Only	
	1	2
4 marks		
Q.6 Outline the potential problems that need to be resolved before Sylvia can proceed with her business idea.		
4 marks		

Section A	**Audio Visual**	**30 marks**	Office Use Only	
Part 3			1	2
Q.7 Seán was critical of some aspects of Sylvia's business plan. Explain the importance of a business plan. Suggest how Sylvia could improve her business plan for the next meeting with Seán.				
		6 marks		

Section A	**Audio Visual**	**30 marks**	Office Use Only	
Q.8	Explain the benefits of the Mentoring Programme offered by the Local Enterprise Office.		1	2
		6 marks		

Section B	Case Study	30 marks

Recruit Me Ltd

Robert and Maria Nolan established a recruitment agency, Recruit Me Ltd, in 1998. The company is well known and respected in the recruitment industry in Ireland. The main office is located in Dublin but there are also six sub offices throughout the country. The company has been quite successful. However, the economic downturn has had a very serious impact on the business. The core business for Recruit Me Ltd is recruitment for four large multinational companies. Robert and Maria know that in order to survive, a major change of direction is required. A restructuring programme within the company has just been completed. Employees were offered voluntary redundancy packages and job sharing opportunities. Having reduced the workforce the task of reinventing the company began in earnest. A meeting of the senior management team was held to assess the situation and to discuss the future direction of the company. A SWOT analysis of the business was conducted. There were very detailed discussions of new ideas and ways to diversify in the new economic environment. This led to the development of a new business plan and mission statement.

Corporate Social Responsibility (CSR) is a business practice which involves participating in initiatives that benefit society. Recruit Me Ltd has always had a very strong CSR programme. To further their CSR strategy they have decided to try to meet the needs of a new type of jobseeker in the Irish market i.e. the professional, skilled person, who having been employed for many years, is now struggling to find work. To achieve this, Recruit Me Ltd has introduced a free Careers Programme, provided by staff volunteers, which is available to jobseekers one day each week. They provide a range of services including, developing a professional profile, preparing a CV and practising successful interview techniques. They also offer free employment search and job matching supports.

Another potential growth area identified by Recruit Me Ltd is a programme to assist other companies to develop a CSR strategy. While output and profitability continue to be priorities for any successful company, the stakeholders in those companies also need to deliver a level of social responsibility which will impact on business practice. Recruit Me Ltd will emphasise to these companies that a CSR strategy will require consultation with staff and with the local community, as well as environmental awareness. Significantly, working conditions for employees, recruitment procedures, training and promotion practices and people management need to recognise the importance of fairness, equality of opportunity and the value of all types of work including volunteer work.

Recruit Me Ltd has also taken the opportunity to offer support for new start-up enterprises. With excess space available in their offices, they now offer fully serviced desks for a nominal rent. It is a professional space where entrepreneurs have access to printing, broadband and communication facilities, while being surrounded by likeminded people. Recruit Me Ltd offer these fledgling businesses support in accessing grants from government agencies, as well as dealing with the legal and tax implications of starting a business. It is hoped that once these businesses are established they will move to their own premises and employ more workers. Recruit Me Ltd believes that even though this aspect of the business is currently non-profit making it should generate more clients for them in the future.

Robert and Maria believe that the strategy of diversification has had a huge impact on themselves, their employees and their company. They were prepared to take measured risks and to make a commitment to change. They saw the value of drawing on innovation and creativity within the company. They consider that their action plan for job creation is a positive way to help society. The highly effective, talented and committed team at Recruit Me Ltd, led by Robert and Maria, have weathered the worst of the downturn in the economy. Because of their visionary leadership and the supports they have given to employees, individuals and other companies they have been nominated for a national social entrepreneur's award.

Section B **Case Study** **30 marks**	Office Use Only	
Answer all questions.	1	2
Q.1 Based on your reading of this case study explain **three** of the following terms: • Mission Statement • Stakeholders • Equality of opportunity • Entrepreneur • CV		
6 marks		

Section B	**Case Study**	**30 marks**	Office Use Only	
Q.2	(i) Explain the term 'Corporate Social Responsibility' (CSR). (ii) Outline a corporate social responsibility policy implemented by Robert and Maria in Recruit Me Ltd. (iii) Outline the areas that Recruit Me Ltd would recommend for inclusion in a corporate social responsibility strategy for another company.		1	2

Section B **Case Study** **30 marks**	Office Use Only	
	1	2
12 marks		
Q.3 (i) Explain the term 'diversification' as used in the case study. (ii) Discuss the reasons why it is important for a business to diversify.		

12 marks

Section C	General Questions	100 marks

Answer **four** questions

INDEX AND SUMMARY

Section C contains six questions of 25 marks each and you should answer **any four**. To assist in deciding and locating the questions to answer, the following is the text of all the questions with the page number range for each. Answer your choice in the appropriate pages that follow in this booklet.

Q.1 Planning is an essential element to the success of any activity. **Pages 14 - 16**

(a) Name and give a brief outline of an LCVP activity that involved planning.
(b) Explain **three** benefits of planning for this activity.
(c) Outline **three** different research methods used to obtain the necessary information for this activity.
(d) Discuss **three** methods used to evaluate this activity.

Q.2 Voluntary bodies carry out an important role in our local communities. **Pages 17 - 19**

(a) (i) Name a local voluntary body in your area.
(ii) Explain the term 'volunteer'.
(b) Explain how a local voluntary body differs from a commercial business.
(c) Outline **four** ways a local community benefits from the presence of a voluntary body in the area.
(d) Explain the ethical obligations of volunteers when working for a voluntary body.

Q.3 Work experience/work shadowing gives you an important insight into the world of work. **Pages 20 - 22**

(a) State **three** methods of finding a work placement.
(b) Write a letter to an employer of your choice requesting a three day work placement.
(c) Explain **three** characteristics that make a person more employable.
(d) Describe **three** ways your participation in work experience has prepared you for the working world.

Q.4 Well regulated businesses have an impact on employers, employees and the environment. **Pages 23 - 25**

(a) (i) What is a trade union?
(ii) Name **two** trade unions.
(b) Outline **four** benefits of being a member of a trade union.
(c) (i) Explain a contract of employment.
(ii) Identify **four** items which should be included in a contract of employment.
(d) Describe **three** responsibilities of an employer in relation to health and safety regulations.

Q.5 You have been asked to complete an investigation on a career of your choice. **Pages 26 - 28**

(a) What is a career investigation?
(b) (i) Name a career you investigated.
(ii) List the steps that could be used to investigate this career.
(c) State **two** Leaving Certificate subjects required for this career.
Explain the relevance of these subjects to your career choice.
(d) Describe **two** pathways into your chosen career using suitable headings.

Q.6 Your LCVP class has decided to set up a new Loom Band enterprise to raise funds for a local charity. **Pages 29 - 31**

(a) List **four** methods of idea generation.
(b) Questionnaires will be used as part of the market research for this product.
(i) What is market research?
(ii) Identify **three** methods, other than a questionnaire, used as market research tools.
(c) Explain **four** disadvantages of using a questionnaire as a market research tool.
(d) Describe how Information and Communications Technology (ICT) could be used effectively in this enterprise.

Section C	**General Questions**	**100 marks**	Office Use Only	
Q.1	**Planning is an essential element to the success of any activity**.		1	2
(a)	Name and give a brief outline of an LCVP activity that involved planning.			
		4 marks		
(b)	Explain **three** benefits of planning for this activity.			
		6 marks		

(c) Outline **three** different research methods used to obtain the necessary information for this activity.		
6 marks		
(d) Discuss **three** methods used to evaluate this activity.		

9 marks

Section C	**General Questions**	**100 marks**	Office Use Only	
Q.2 Voluntary bodies carry out an important role in our local communities.			1	2
(a) (i) Name a local voluntary body in your area. (ii) Explain the term 'volunteer'.				
		3 marks		
(b) Explain how a local voluntary body differs from a commercial business.				
.				
		6 marks		

4

(c) Outline **four** ways a local community benefits from the presence of a voluntary body in the area.

8 marks

(d) Explain the ethical obligations of volunteers when working for a voluntary body.

8 marks

Section C	**General Questions**	**100 marks**	Office Use Only	
Q.3	**Work experience/work shadowing gives you an important insight into the world of work**.		1	2
(a)	State **three** methods of finding a work placement.			
		3 marks		
(b)	Write a letter to an employer of your choice requesting a three day work placement.			

10 marks

(c) Explain **three** characteristics that make a person more employable.

6 marks

(d) Describe **three** ways your participation in work experience has prepared you for the working world.

6 marks

Section C	**General Questions**	**100 marks**	Office Use Only	
Q.4	**Well regulated businesses have an impact on employers, employees and the environment.**		1	2
(a)	(i) What is a trade union? (ii) Name **two** trade unions.			
		5 marks		
(b)	Outline **four** benefits of being a member of a trade union.			

8 marks

(c) (i) Explain a contract of employment.
(ii) Identify **four** items which should be included in a contract of employment.

6 marks

(d) Describe **three** responsibilities of an employer in relation to health and safety regulations.

6 marks

Section C	**General Questions**	**100 marks**	Office Use Only	
Q.5	**You have been asked to complete an investigation on a career of your choice**.		1	2
(a)	What is a career investigation?			
		2 marks		
(b)	(i) Name a career you investigated. (ii) List the steps that could be used to investigate this career.			
		5 marks		

(c) State **two** Leaving Certificate subjects required for this career. Explain the relevance of these subjects to your career choice.		
6 marks		
(d) Describe **two** pathways into your chosen career, using suitable headings.		

12 marks		

Section C	**General Questions**	**100 marks**	Office Use Only	
Q.6	**Your LCVP class has decided to set up a new Loom Band enterprise to raise funds for a local charity**.		1	2
(a)	List **four** methods of idea generation.			
		4 marks		
(b)	Questionnaires will be used as part of the market research for this product. (i) What is market research? (ii) Identify **three** methods, other than questionnaires, used as market research tools.			
		5 marks		

(c) Explain **four** disadvantages of using a questionnaire as a market research tool.

8 marks

(d) Describe how Information and Communications Technology (ICT) could be used effectively in this enterprise.		
8 marks		

For Examiner use only
Written Examination Paper

	Marks Awarded
Section A	
Section B	
Section C	
Q.1	
Q.2	
Q.3	
Q.4	
Q.5	
Q.6	
Total	

Examination No.

1.	Total of end of page totals.	
2.	Aggregate total of all disallowed answers.	
3.	Total marks awarded (1 minus 2).	

Portfolio Assessment

	Marks Awarded
1	
2	
3	
4	
5	
6	
7	
8	
Total	

1.	Total marks.	
2.	Aggregate total of all disallowed items.	
3.	Total marks awarded (1 minus 2).	