

National Council for Vocational Awards



COMARBU NATIONALE AL CALIFICĂRII PROFESIONALE
NATIONAL COUNCIL FOR VOCATIONAL AWARDS

Leaving Certificate Vocational Programme

Link Modules

Examination 1996

Monday 22 April 1996 10.00 a.m.—12.00 noon

INSTRUCTIONS TO CANDIDATES

Write your Examination Number in the box.

Write all answers into this Answer Book.

There are **three** Sections in this Examination.

Examination Number

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)

Answer all questions. All questions carry equal marks.

<i>When you have seen part one, you will have time to answer questions 1 to 3.</i>
1. What is the product that Bendon exports?
2. Name three places where the company sources its products?
3. What evidence from the video clip shows that the company is aware of health and safety?

<i>When you have seen part two, you will have time to answer questions 4 to 7.</i>
4. Why does Bendon command the best price for its product?
5. Name three European countries to which Bendon exports.
6. What is the brand name used by Bendon for its packaging?
7. The Managing Director feels that the 'future will be bright'. Why?

When you have seen part three, you will have time to answer questions 8 to 10.

8. Why did Mel Bendon move from the fish shop to a company processing and exporting fish?

9. Who on the team, other than Mel, has the skills for sourcing the product?

10. What are the key financial controls Bendon have in place?

Glentree

Glentree is a town with six thousand inhabitants. It is located twenty kilometres from a large city and is eight kilometres from the sea. The town has been fortunate in retaining some mediaeval buildings and especially Glentree castle. This is a well preserved stone castle dating from the 12th century. The town is located on the banks of a river which used to offer good salmon fishing. Many guest-houses were located on the banks of the river and catered for visiting anglers. The river has now become polluted, possibly from untreated sewage and agricultural pesticides, and some of the guest-houses have closed. Concerned organisations and individuals have been advocating a clean up of the river for many years.

There has been a decline in the population of the town and the surrounding rural areas.(Fig. 1). A large number of young people have emigrated. The town has two post-primary schools: a girls' secondary school with 300 pupils and a co-educational community college with 500 pupils. Enrolments in both schools are falling.

Age Group	1985	1996
0-15 years	8,000	6,000
16-25 years	6,000	4,000
26-40 years	4,000	3,000
41-59 years	3,500	4,000
60+ years	4,500	4,500
Total	26,000	21,500

There has been a decline in employment in the agriculture sector and also a fall in farm incomes. Agricultural production in the area was mainly livestock, and eighty per cent of the cattle were exported live. Conditions in this region are also suitable for the production of barley, wheat and sugar beet. In recent years increased competition from imports has affected the prices for these local crops and farmers are finding it difficult to compete. Some of them have begun planting forestry, mainly coniferous trees such as Sitka Spruce. Some farmers have considered organic farming as a possible option.

The income from tourism in the region has declined in recent years. Although more tourists are passing through Glentree, visitors are not inclined to stay and the number of tourists bypassing the town is a cause for concern. Research has indicated the types of holidays chosen by tourists from a range of countries. (Fig.2).

Fig. 2. **Holiday destinations chosen.**

Tourists from	Countryside %	Cities %	Seaside %
Britain	29	13	58
Germany	34	22	44
France	29	20	51
Netherlands	39	25	36
Denmark	35	23	42

Three overseas companies set up manufacturing bases in the region. These are in the pharmaceutical and health care sectors. Substantial employment was created when the factories were being built, but they now employ a total of only 100 people. A strong tradition of footwear manufacture exists in the town, and one company, Horan's Shoes, has a workforce of 150 people. However, the factory is now facing intense competition as more shoes are imported from abroad.

An exploration of the area has led to the discovery of substantial zinc and lead deposits four kilometres from the town centre and located on the site of the last remaining oak forest in the region.

In an effort to tackle the difficulties facing Glentree, a number of community co-operatives have been setup. One of these, Glentree Community Co-operative, has already had some success in developing an organic vegetable market and has recently won a contract to supply a national chain of supermarkets. Other co-operatives and voluntary groups have focused on the tourism area. They have concentrated on improving the angling potential of the river, and on introducing walking and cycling holidays based in Glentree.

A central co-ordinating committee has been formed with representatives from eight co-operatives and voluntary community groups. The purpose of the committee is to draw up an overall development plan for the area. The committee has decided to meet with representatives from local educational centres to help develop training needs and has agreed that one of the objectives should be: *'to attract investment and jobs and to develop and present Glentree as a quality competitive tourism destination'*.

Answer all questions.

1. Identify and analyse three problems in the Glenntree region.

12 marks

(i)
(ii)
(iii)

2. Describe three ways in which the community might solve the problems you have identified in question 1.

9 marks

(i)

(ii)

(iii)

Section C	General Questions	100 marks
-----------	-------------------	-----------

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

1. *Read this advertisement and answer the questions which follow it.* 25 marks

<p>Wanted part-time receptionist. Must have experience, good telephone manner and basic keyboard skills. Apply to: MRD Ltd., main Street, Enniscorthy, Co Wexford for an application form.</p>
--

(a) Describe **two** qualities that would give you an advantage if you were applying for the above position. 4 marks

(i)
(ii)

(b) Suggest **two** places where this advertisement should be placed to attract applicants and give **one** reason for **each** of them. 6 marks

(i)
(ii)

(c) Identify **three** steps that you should take to prepare for an interview for the above position. 6 marks

(i)
(ii)
(iii)

2.

25 marks

A mini-enterprise has been set up in your school. It is a Mini-Company producing printed T-shirts. The Company is looking for staff and has advertised three positions: designer, marketing manager, production supervisor.

(a) Choose **one** of the positions advertised and describe the skills and experience that you would highlight in your *curriculum vitae* if you were applying for that position. **7 marks**

Position:
Skills/Experience:

(b) What does the word ‘referee’ mean when it appears on a *curriculum vitae*? **4 marks**

(c) List **two** questions that might be asked at an interview for the position you have chosen. **4 marks**

(i)
(ii)

(d) Describe **five** benefits of working in a mini-enterprise.

10 marks

(i)
(ii)
(iii)
(iv)
(v)

(c) Describe **five** ways in which participation in the Leaving Certificate Vocational Programme may improve one's career opportunities. **10 marks**

(i)
(ii)
(iii)
(iv)
(v)

3.

25 marks

You have been asked to visit a business enterprise or a voluntary organisation in your area.

- (a) Identify **two** factors you would take into account when choosing a business enterprise or a voluntary organisation for your visit. **4 marks**

(i)
(ii)

- (b) Describe **three** steps you should take in preparing for the visit.

6 marks

(i)
(ii)
(iii)

4.

5 marks

Sally Johnson was always interested in woodwork. For a number of years she helped out at a local furniture factory. With the help of the local enterprise board she carried out market research on the furniture industry. Her research showed that a potential market existed in the area of custom-made furniture. Using her savings and a loan from the bank she set up a small production enterprise to manufacture custom built furniture. She now employs nine people organised into three teams, each team specialising in a different aspect of the making of furniture. All furniture is made specially to order for each customer.

(a) Name **three** skills or qualities which Sally needed when setting up her business. **6 marks**

(i)
(ii)
(iii)

(b) Identify **two** benefits of working in teams.

4 marks

(i)
(ii)

(c) Describe **five** ways in which Sally could evaluate the success of her enterprise. **15 marks**

(i)
(ii)
(iii)
(iv)
(v)

6.

25 marks

Your class has been asked to organise one of the following activities:

- *a visitor coming to the school to discuss enterprise*
- *a party in the school for the local senior citizens.*

(a) Choose **one** activity and describe **three** of the main steps in planning it.

6 marks

(i)
(ii)
(iii)

(b) Draw up an agenda for a class meeting to organise the activity. Include **three** items on the agenda.

7 marks

Activity:
Agenda Items:
1.
2.
3.

(c) List **two** skills which are needed to chair this meeting.

4 marks

(i)
(ii)

(d) Write **four** questions that you should ask in evaluating this activity.

8 marks

(i)
(ii)
(iii)
(iv)

FOR EXAMINER'S USE ONLY

Section A	Marks Awarded
Q1	
Q2	
Q3	
Q4	
Q5	
Q6	
Q7	
Q8	
Sub Total	
Section B	
Q1	
Q2	
Q3	
Sub Total	
Section C	
Sub Total	
Total	