

National Council for Vocational Awards



COMARBU NATIONALE AL CALIFICĂRII PROFESIONALE
NATIONAL COUNCIL FOR VOCATIONAL AWARDS

Leaving Certificate Vocational Programme

Link Modules

Examination 1997

WEDNESDAY 7 MAY 1997 10.00 A.M.—12.00 NOON

INSTRUCTIONS TO CANDIDATES

Write your Examination Number in the box.

Examination Number

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)

owned business called Ironcraft Ltd., situated to the north of the town. It operates from a large building which is owned by the company. Ironcraft Ltd. makes iron gates. It is owned by two brothers who have worked and managed the business for the past twenty years. The business has run into difficulty recently. It has been affected by diminishing sales and poor management. The company has been losing orders to foreign competition⁷ and as a result the workers are on a three day week. This has caused bad feeling between the workers and the owners.

The town is situated twenty-five miles from a city and is five miles from a motorway. There is an industrial park near the motorway. There are four other larger towns within a ten mile radius. There is a large forest park to the west of the town. The park has the attractive river Enna running through it, but the park is not used very much despite having space for car parking.

To the north of the town there is a large green area that is not used for anything in particular. Teenagers from the town have begun to use this for socialising in the evenings and at the weekends. Ballylea has a GAA club which has been in existence for many years. The club plays home matches on a pitch belonging to a club in a neighbouring town. Despite having a schoolboys soccer team, there is no adult soccer team.

A building contractor has shown interest in buying and developing some of the vacant land in the town. The town council has welcomed this and refers to figures showing commuter patterns (Figure 2) to support this.

Adults from Ballylea commuting to work (%)

	Up to 2 miles	Up to 10 miles	10 + miles
1975	55	30	15
1980	40	36	24
1985	29	37	34
1990	22	31	47
1995	15	30	55

Figure 2

The regional enterprise board plans to hold an information evening in the town. It has prepared an information booklet on its service, to distribute to interested people. The town council has decided to form a development committee to plan for Ballylea in the 21st century. The Council wants to make full use of all that is available in the town already and to have a strong say in any possible changes. Those involved in the town council are aware of the changing face of business, the changes in lifestyles and the globalisation that is taking place. There is a desire to improve the quality of life for all.

Section B	Case Study	30 marks
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Answer all questions.

1. Identify and analyse briefly three problems which face the town of Ballylea. 12 marks

(i)
(ii)
(iii)

2. Suggest ways of overcoming the three problems outlined by you. 9 marks

(i)

(ii)
(iii)

3. The town and area development committee want to prepare Ballylea for the 21st century. Describe in detail one project which should be undertaken in the town to make the best use of the resources available. **9 marks**

1.
2.

4 marks

(c) State **three** benefits of participating in work experience.

1.
2.
3.

3 marks

(d) On completing work experience you are required to write a report showing what you have learned. Outline **five** items to be included in this report.

1
2
3

4
5

15 marks

2.

25 marks

Mark has always had an interest in catering. When he left school he took a catering course and after working for 5 years in a large restaurant he decided to set up his own catering enterprise. He applied for and was granted a business unit in the local enterprise centre. He received a grant from the local enterprise board to help set up the enterprise. He prepared a business plan for the next 3 years and he also received approval for a loan from a local bank. He now employs 6 people, provides daily supplies to local shops and caters for private functions.

(a) Name **four** qualities Mark needed when setting up his own business.

1
2
3
4

4 marks

(b) Why do you think Mark was successful in receiving the grant and loan approval? Give **three** reasons for your answer.

1
2
3

6 marks

(b) List **two** qualities Mark should look for when recruiting new staff.

1
2

4 marks

(c) Describe **four** ways by which Mark could evaluate the success of his enterprise.

1
2
3
4

11 marks

3
4

8 marks

(c) Outline **two** reasons why your school would undertake this visit.

1
2
3

4 marks

4.

25 marks

A school bank has been set up in your school. This is to be operated by your class. The bank needs a manager, a cashier, and a personnel manager.

(a) Choose one of the above positions and outline the skills and experience required for it.

**Wanted: Enterprising person to join a stock control team.
Computer and keyboarding skills essential.
Apply with a Curriculum Vitae, listing two referees,
to
The Personnel Manager,
Goblet Ltd., Ocean View, Killybegs, Co. Donegal.**

(a) Name **two** advertising media where the above advertisement could be placed. Give **one** reason for each of the media you have named.

1
2

4 marks

(b) Why are applicants asked to list referees on their Curriculum Vitae?

4 marks

(c) Why do you think Goblet Ltd. want an enterprising person?

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	