

National Council for Vocational Awards



COMARBU NAȚIONAL AL CALIFICĂRII PROFESIONALE
NATIONAL COUNCIL FOR VOCATIONAL AWARDS

Leaving Certificate Vocational Programme

Link Modules

Examination 1999

WEDNESDAY 7 MAY 1999 10.00 am—12.30pm

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)

5. State **two** reasons why you think the candidates being interviewed is suitable for this position.

4 marks

Q6 Do you consider that this job candidate is well prepared for this interview? Give **two** reasons for your answer.

4 marks

Decision Times

KML Ltd. is a manufacturer of component parts for the electronics industry. The factory is situated in a residential area in a large town, and is adjacent to the local primary school. The people who live nearby are not very happy as inadequate parking on the factory grounds leads to congestion and access problems at peak times.

The company employs 120 people most of whom live locally. It has a modern computerised assembly line. Goods are sold in Ireland, Europe and the United States and are despatched within twelve hours of completion. The company does not own its own fleet of delivery vans, using instead a firm of couriers for transporting the goods.

KML Ltd. employs a large number of sales/administration staff. Orders are taken over the phone and by e-mail. Customer queries are also dealt with in this way. Due to the changing demands of the industry the company must continually market its products. The marketing department is constantly meeting potential customers to sell the products. It works closely with the production department which manufactures products to meet each customer's exact requirements.

There is some unrest amongst employees in the company. Management has moved staff around and changed job descriptions without prior consultation with the people concerned. There are rumours about a possible merger with an American firm with whom KML Ltd. Has many business dealings. Management has not commented on the rumours and employees in all departments are concerned.

Mary O'Driscoll works in the marketing department and has been with the firm for 8 years. She joined after college as a sales representative, worked hard and updated her skills/knowledge by taking further courses. Three years ago Mary was promoted to the position of Assistant Marketing Manager. She has applied for promotion twice since then and was unsuccessful on both occasions.

Mary is considering leaving KML Ltd. and setting up her own business offering services to businesses, individuals and local communities. Mary is confident that she can offer marketing, public relations and

secretarial services and considers that her qualifications, experience and contacts will help her succeed. She may begin by working from her own home.

Mary lives in a residential area in a nearby town. The community association for the area is negotiating the establishment of a Business Park with the local authorities.

A large site has been earmarked for the Business Park. It is planned to have a combination of small and large units on the site.

Mary is an active member of the community association. The association has as its main aim the development of the local area. The intention is to develop employment and recreational opportunities. The community association sees the Business Park as a way of encouraging individuals or enterprises to set up or expand in the local area. The association wants to involve as many individuals and groups as possible. It aims to be a socially responsible organisation.

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

Q1 Teamwork occurs when a group of people work together towards a common goal.

(a) Identify **one** teamwork activity in which you have been involved.

2 marks

(b) Evaluate the teamwork element of the activity indentified in (a) explaining, with examples **three** aspects that worked well or did not work well. Give reasons for your answers.

9 marks

Q4 Joan, a personal friend of yours, is considering setting up her own business. You have been asked for advice.

(a) Name **one** State Agency which might offer assistance to Joan.

2 marks

(b) Name **three** personal qualities which will help Joan succeed in business.

3 marks

(c) Identify for Joan an enterprising person in Irish society. What position does this person hold?

2 marks

List and describe **three** enterprising characteristics this person possesses which Joan might develop.

6 marks

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	
Q1	
Q2	
Q3	
Q4	
Q5	
Q6	
Sub Total	
Total	