

**LEAVING CERTIFICATE VOCATIONAL
PROGRAMME – 2002**

LINK MODULES

MARKING SCHEME

WRITTEN EXAMINATION & PORTFOLIO

And

Notes for use with the written examination marking scheme

LCVP 2002

Outline Marking Scheme

Section A	Audio Visual	Total 30 marks
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Q1	1m	Q2	2m
Q3	3 @ 1m	Q4	2 @ 2m
Q5	2 @ 2m	Q6	2 @ 2m
Q7	3 @ 2m	Q8	3 @ 2m

Section B	Case Study	Total 30 marks
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Q1	3 @ 2m
Q2	4 @ 3m
Q3	(i) 3 @ 1m
	(ii) 3 @ 3m

Section C	General Questions	Total 100 marks
Answer 4 questions @ 25m each		

Q1	(a) 4 @ 2m
	(b) 3 @ 2m
	(c) (i) 1m
	(ii) 5 @ 2m
Q2	(a) 1m
	(b) 4 @ 3m
	(c) 3 @ 2m
	(d) 6 @ 1m
Q3	(a) 4m
	(b) 3 @ 2m
	(c) 3 @ 2m
	(d) 3 @ 3m
Q4	(a) 2 @ 1m
	(i) 1 @ 2m
	(ii) 1 @ 2m
	(b) 3 @ 2m
	(c) 2m + 3 @ 1m
	(d) 4 @ 2m
Q5	(a) 3 @ 2m
	(b) 3 @ 2m
	(c) (i) 1m
	(ii) 4 @ 1m
	(d) 4 @ 2m
Q6	(a) 3 @ 1m
	(b) 3 @ 2m
	(c) (i) 3 @ 2m
	(ii) 2 @ 2m
	(d) 3 @ 2m

**LCVP Examination
2002**

Link Modules

Solutions & Marking Scheme

Written Examination

Examination Total marks 160

Distinction 128 marks

Merit 104 marks

Pass 80 marks

Section	Audio Visual	30 marks
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Part 1

Q1 Why did the business partners decide to change from salmon farming?

They wanted change/look in another direction.

1 mark

Q2 What was involved in the feasibility study?

1. *Going to France to look at the fishing facilities/do research.*
2. *To get practical experience in France.*
3. *Doing research helped them make their decision.*
4. *Looked around for a location.*

2 @ 1m each

2 marks

Q3 State three factors which influenced TIC Teo's choice of location for the business.

1. *They needed (a plentiful supply) of good clean water.*
2. *Good infrastructure.*
3. *Good labour.*
4. *It was a good area for salmon farming.*

3 @ 1m each

3 marks

Part 2

Q4 State and explain two means by which TIC Teo ensures the quality of its product.

1. *They have full traceability/accountability.
They know where they come from.*
2. *Quality Control – They are graded consistently, counted and basically allowed to grow in a disease free environment.*
3. *They put the product into its best growing environment, from there they develop the product.*

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

4 marks

Q5 (i) Outline *two* factors considered by the company when employing staff?
(ii) Why is each of these factors important?

1. *Basic Skills of aquaculture/ Have an education/ college course/have biology, chemistry, mechanics.*

They will have an understanding of the business/Shows an aptitude for this type of work.

2. *Capable of being trained.*

On going training needed, must want to progress, learn more/ be ambitious as the business is developing.

3. *Be good with machinery*

Machinery is an integral part of the work. Technology is constantly developing and employees must embrace this/won't misuse the expensive machinery.

Adaptability

Different skills needed. One day a plumber another an electrician

2 points @ 2m each (1 mark for stating + 1 mark for explaining)

4 marks

Q 6 State *two* challenges facing Tic Teo. How could the company effectively meet these challenges?

1. *Increased competition at home/abroad*

Keep ahead of the competition/market on the continent/employ foreign language specialist/be better than the next competitor

2. *Make sure they have enough product to satisfy customer demand.*

Deliver product on time.

Keeping up the quality.

Have the product that customers want.

Meeting orders when product only in supply twice yearly.

3. *Growing Markets*

Plan for the expansion

Anticipate demand.

4. *Selling live fish abroad/exporting fish/selling in Singapore & Hong Kong.*

Anticipate and plan for: Transport costs.

Time delays.

Language differences.

Cultural differences.

Trade regulations.

5. *Globalisation*

Anticipate and plan for; Pressure to be able to expand

Meeting the demands

Meeting international standards

Use a business partner in another country

6. *Environmental Issues*

Conform to regulations.

7. *Have appropriate staffing*

offering good pay

*training programmes
treat employees well.*

2 @ 2m (1m + 1m)

4 marks

Part 3

- Q 7** (i) Identify *three* requirements necessary for a successful business, as described by the co-owner TIC Teo.
(ii) Explain why each of these requirements is necessary.

- (i)
1. *Total and unbridled commitment.*
 2. *Belief in what you are doing.*
 3. *Trust the people you are working with/business partners.*
 4. *Knowledge of the product/be able to gain knowledge.*
 5. *Treat your employees well.....*
- (ii)
1. *Be able to see something through working always for the good of the business.*
 2. *Always believe what you are doing is right.*
 3. *So they don't "do you"/ not to fiddle the books/you depend on your employees/they do the work without being watched.*
 4. *You need to know what you are doing on a day to day basis.*
 5. *Keep them motivated/keep them interested ie. Will not leave or set up in opposition/Christian thing to do/you should treat them well/so there will be no complaints to the union.*

3 @ 2m (1m + 1m)

6 marks

- Q 8** Survival in business is very important. Do you think TIC Teo will survive into the future. Give *three* reasons to support your answer.

Yes

1. *Growing markets, at home and on the continent.*
2. *They have good employees who are vital in order to expand and develop/who portray a good image of the company.*
3. *They have plans to expand, this shows they are planning ahead./This shows a wish to survive into the future.*
4. *They are focusing on/developing new species. Brill etc./have a quality product/do market research.*
5. *They want to get everything right & develop into a large scale production.*
6. *They are considering how they can keep up to date with technology. They help to develop this themselves.*
7. *Going Global/worldwide. So that they can have new customers/markets.*
8. *Excellent location, tradition of aquaculture in the area.*
9. *Owners have a good work ethic.*

No

1. *Over fishing*
2. *Pollution*
3. *Fish rights! Inhumane treatment*
4. *Distance from main markets*
5. *New competitors*
6. *Costs could make project non viable*
7. *Downturn in the economy, less demand from restaurants for the fish.*

3 @ 2m (1m stating + 1m expansion)

6 marks

Section B**Case Study****30 marks****Q1** State and explain briefly **three** positive features of EntCo.

1. *Good location near town and city, for transporting raw materials or finished goods.*
2. *New motorway nearby, convenient for moving goods/for staff/for customers.*
3. *Maeve and Peter have compatible/complementary skills. Practically all areas of business are covered.*
4. *Forward thinking –Ent Co are planning ahead and moving with the times.*
5. *Maeve & Peter have good qualification/experience/expertise. This helps running the business.*
6. *They use local suppliers. This means there should not be delays/It is also good business practice to build relationships/good PR.*
7. *The company is adaptable, which helps them meet the change in customer needs.*
8. *They have extended their product range, which shows they are forward thinking/planning.*
9. *The use of fresh ingredients portrays a positive image/good quality products.*

3 pts @ 2m each**6 marks****1m for stating + 1m for expansion/example****Q2** Complete a S.W.O.T. analysis of EntCo.

<i>Strengths</i>	<i>Growth area of business./good demand for the products. Maeve & Peter have good experience. Good location. Local raw materials/fresh ingredients. Continually do Market Research. Looking after customer needs.</i>
<i>Weaknesses</i>	<i>Competition from larger firm. A high proportion of part-time workers. Maeve & Peter's relationships may not be objective enough. May need more employees. Can they source enough raw materials.</i>
<i>Opportunities</i>	<i>Offer of a large contract so they can expand. Make use of the changing lifestyles of customers. Large supermarket has approached them. Catering for functions. We are living in a health conscious society.</i>

Threats *Risk of business failure if expansion/day to day running not handled properly.*
Borrowing money can be very expensive.
Unable to raise finance.
Competition from other businesses/customers may move.
New competitors could take their supply of raw materials.
Employees could move to new competitors.
Industrial Relations problems could arise.
Over reliance on 1 large customer.
Will quality image change.
Environmental/planning issues.

Some acceptable under 2 headings but not if point repeated.

Stating words 4 @ 1m

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

12 marks

- Q3** (i) Describe how EntCo could overcome possible competition from the large food production company which recently purchased one of the old textile factories.
- (ii) Explain **three** implications for EntCo of proceeding with its expansion plans.

- (i) (1) *Market the business.*
- (2) *Offer an unique service.*
- (3) *Focus on different types of products.*
- (4) *Do Market research.*
- (5) *Advertise.*
- (6) *Market their image.*

Explanation must be present for marks to be awarded.

0m/2m/3m

3 marks

(ii) (1) *Finance* *How will finance*
be raised?

Cost of finance.
Will collateral be required?
The business can be more profitable/could expand further.
More Taxes will have to be paid.
Issuing shares for capital means more shareholders.

(2) *Staffing* *How are they to be trained?/cost of training.*
Will suitable staff be available?
Will staff be permanent or temporary?
Wage bill.
They will need more admin(istration) staff.
Increased management responsibility.

(3) *Quality in production*
Quality of finished goods – how can this be monitored/assured?
Maintaining standards in all aspects of the business.
Health & safety issues.

(4) *Raw Materials*
Can quality of raw materials be maintained.
The safeguarding of the supply of raw materials.
Cost implication if they have to be bought elsewhere.

(5) *Losing personal touch with customers.*
Many may not want to deal with bigger firms.
You may not know what the customer wants.
Impersonal if dealing with private functions.

(6) *Facilities/Resources*
New premises, more space
Machinery/new technology
Conforming to standards

Explanation must be present for marks to be awarded.

0m//2m/3m

9marks

Total 12 marks

Q1 (a) State **two** advantages and **two** disadvantages of having a permanent full-time job?

Two Advantages:

You will have a regular income.

You do not have to worry about finding a job.

You can join a pension scheme at work.

Easier to plan own finances and future/gives you independence.

Security of employment/status for employee

Promotion prospects.

Avoids possibility of depression.

Lasting friendships can be established.

Two Disadvantages:

Less family time.

No incentive to move job.

Less opportunity to experience variety in work.

Less leisure time available.

You may lose flexibility.

Less mobility.

Motivation may decrease.

May lead to stress.

4 @ 2 marks each

8 marks

(b) Outline **three** reasons for preparing a business plan.

To see if it is worthwhile continuing with the business/beginning the business.

You need one to apply for a bank loan/grants

You can evaluate how your business is doing by comparing it to the plan.

Having a plan helps with day to day decision making.

To help you business run more efficiently.

Helps anticipate trends or needs of the business.

Helps identify weaknesses in the business.

3 @ 2m each

6 marks

(1m for a basic statement)

(c) Explain “minutes” as it relates to meetings.

Minutes are a written record of what has taken place at a meeting/decisions made at a meeting.

1m

What steps should be taken to ensure that a meeting is properly organised and run efficiently.

*Send out notice of the meeting. **

Have an agenda.

Book a room for the meeting.

Make sure room is properly prepared.

Have a chairperson.

Adhere to the items on the agenda.

Only allow 1 person to speak at a time.

Allow each item to be properly discussed.

Appoint Secretary/Make sure a written record is being taken.

Vote properly where/when needed.

*Decide on relevant actions from the meeting. **

* Compulsory items

5 @ 2m each

11 marks

Q2 (a) Name one Trade Union.

SIPTU, IBOA, IMPACT, TUI, ASTI, INO.....

1 mark

(b) Describe **four** functions of a Trade Union?

- (1) *They represent the interest of workers in the workplace.*
They negotiate for better pay.
- (2) *They look for better conditions.*
Better contracts
Proper facilities in the workplace/safety clothing.
- (3) *They negotiate with employers when there are disputes.*
They will represent individual employees or a group of employees.
- (4) *National Agreements*
They will enter into agreements with the government and employers
bodies/PPF.
- (5) *They further the interest of workers.*
They make inputs on behalf of workers on issues such as Health &
Safety/laws.
Solidarity of workers.
- (6) *They provide grants for education.*
Members or members' families can avail of grants for college/courses.
- (7) *They support and further equality of opportunity in the workplace.*
All are treated equally.
Create better working environment.

4 @ 3m (1m stating + 1 or 2m for expansion) **12 marks**

(c) State **three** personal qualities which an employer would look for in employees.

<i>Punctuality</i>	<i>Discretion</i>
<i>Reliability</i>	<i>Organised</i>
<i>Positive Attitude</i>	<i>Honesty</i>
<i>Trustworthy</i>	<i>Hardworking</i>

Determination *Creativity*
Enthusiasm *Self motivation*
Good appearance *Good communicator*
Initiative *Ambition*
Adaptability *Ambition*
Flexibility *Commitment*
Dedication

3 @ 2m

6 marks

(c) List six items/pieces of information which should be included in a Contract of Employment to be given to a new employee.

*Employer's name & Address**
*Employee's name & Address**
*Job title**
Job description
*Date of commencement**
Salary
Holiday entitlements
Duration of Contract
Signature of employee
Any other conditions appropriate to the job. Hours of work/location/experience of employer.

* compulsory entries

6 @ 1m

6 marks

Q3

Research has indicated that those who are good communicators do better than others in their work and in all walks of life.

(a) Describe what is meant by being a “good communicator”

Being a good communicator means information is correctly given, received and understood.

4 marks

(b) Outline **three** ways of improving your communication skills.

- (1) *Practice speaking in public*
It becomes easier/You know what is the correct level/speed etc.
- (2) *Have thorough knowledge of your subject*
You will come across as more confident/be more relaxed.
- (3) *Learn listening skills.*
This means you understand fully what is being communicated/why
- (4) *Participate in a communications course/ get help from others.*
This will highlight what you need to improve/give you lots of practice.
- (5) *Practice writing reports/letters/writing neatly/using appropriate language.*
The content and layout must be clear to be communicated properly
- (6) *Join a club/sports team*
- (7) *Learn new skills/IT/Sign Language/Foreign language*
- (8) *Learn to Improve body language.*

3 @ 2m (1m for stating + 1m elaboration)

6 marks

(c) State and explain **three** personal characteristics necessary for a successful entrepreneur.

<i>Risk taker</i>	<i>Self confident</i>	<i>Decisive</i>
<i>Innovative</i>	<i>Forward thinking</i>	<i>Initiative</i>
<i>Positive attitude</i>	<i>Being organised</i>	<i>Good with people</i>
<i>Determination</i>	<i>Self reliant</i>	<i>Hardworking</i>
<i>Have integrity</i>	<i>Energetic</i>	<i>Good communicator</i>
<i>Resourceful</i>	<i>Being open minded</i>	<i>Good at coping with uncertainty</i>

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

6 marks

(d) Describe in detail **three** reasons why a business might fail.

- (1) *Lack of planning:*
You could lose out on opportunities in the market/ run into financial difficulties/seasonality of the business.
Competition from others.
- (2) *Lack of finances:*
Cash flow problems
Not budgeting properly could mean you do not have
Enough money to meet your needs. You could over borrow.
- (3) *No market research:*
You could waste money producing the incorrect product/advertise wrongly.
Bad product choice/not meeting customer needs.
- (4) *Wrong caliber/baldy trained employees:*
Not able to get suitable employees.
- (5) *Lack of management skills:*
Not being able to run the business effectively.
- (6) *Bad location for the business:*
Too far away from the customers.
- (7) *Economic factors:*
Recession in the economy. High taxation,
- (8) *Lack of/poor quality control/poor product*
- (9) *Industrial Relations' issues.*

Stating 1m + 2m

3 @ 3m

9marks

Q4

(a) Name two voluntary organisations in your area providing services to the local community.

*Meals on wheels/St. Vincent de Paul/Focus Ireland/GAA/Tidy
Towns/Neighbourhood Watch/Aware/Social Services Centre/Credit Union.
2 @ 1m*

In the case of **one** of the organisations mentioned above state **one** advantage or one disadvantage of (i) how it is run, and (ii) how it is financed.

(i) How it is run:

*Advantage: Voluntary committee – local/know each other, easy to have meetings.
Knowledge of the local area.
Area/regional structure offers support.....*

*Disadvantage: People in charge may not have enough experience.
Locals may have vested interests.
Voluntary so members may not have much time.
Local domineering person may take it over.*

(ii)

(iii) How it is financed?

*Advantage: Fundraising – good way to involve locals
Lottery grants – large sums for major projects...
Donations from individuals/groups.*

*Disadvantage: Lack of funds/hard to raise finance.
Lack of volunteers for fundraising.
You cannot plan from year to year.*

2 @ 1m/2m each

6 marks

(b) Describe briefly three differences between voluntary organisations and enterprises.

- (1) Many voluntary organizations rely on people working for nothing whereas enterprises employ staff.*
- (2) Voluntary organizations are concerned with social issues whereas enterprises are profit orientated.*
- (3) How they are financed is different. Grants from year to year versus investors.*
- (4) Enterprises have a risk element whereas voluntary organizations may not.*
- (5) Accountability to different types of people ie shareholders/owners versus those receiving the service.*

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

6 marks

Description must be present for marks to be awarded.

(c) Explain why it is important to evaluate voluntary organisations?

Evaluation is important because it allows you review what has happened/compared to your plan, so that improvements can be put in place if necessary. 2m

To determine if funds are being properly used, to see if its purpose is being fulfilled, to ensure it is being run properly, to help with forward planning.

3 @ 1m

5 marks

(d) Choose a voluntary organisation in your local area other than the one detailed above, and write a short evaluation of this organisation. You should include **four** distinct areas which you are evaluating.

i Service provided/raison d'ete.

ii Role in the community/area

iii Financial viability.

iv Level of success

v. Day to day running of the organisation.

vi Volunteers / staffing

4 areas @ 2m each

8 marks

1m + 1m each point must be a concise statement

Q5

(a) Explain the underlined words/phrases

<i>Innovative</i>	<i>Able to come up with new ideas.</i>
<i>ECDL</i>	<i>European Computer Driving License + explanation</i>
<i>Equal Opportunities</i>	<i>All employees are considered equally regardless of age, sex, nationality, martial status etc.</i>
<i>IT</i>	<i>Information Technology, + explanation.</i>

3 @ 2m each

6 marks

(b) Outline three methods an employer may use to recruit employees.

- (1) *Advertising: newspaper/radio/Aertel/internet/noticeboards.*
- (2) *Agency:*
- (3) *Recruitment Fair*
- (4) *Word of mount/personal contact*
- (5) *Head Hunting/Milk round*
- (6) *Recruitment Days*
- (7) *From Work Experience/College Co-op*

1m stating way + 1m for outlining.

3 @ 2m

6 marks

(c) Consider a visit out your LCVP class has undertaken. (i) Name the company/organisation visited (ii) List four steps taken by the class in organising this

- (i) *Name* *1m*
- (ii) *Organisation of the visit:*
- Choosing the company*
 - Making initial contact with the company*
 - Arranging the day/time/access to a phone.*
 - Arranging finance*
 - Arranging transport*
 - Researching the company/organisation*
 - Preparing a list of questions.*

Organising who will ask the questions
Asking for permission from the principal
Thanking the company

4 @ 1m

5 marks

(d) Describe briefly **four** ways the local community benefits from the existence of this business/organisations.

Business:

- Employment*
- Local sponsorship*
- Good profile for the area*
- Brings other businesses to the area*
- Provides work for service firms etc in the area*

Vol. Organisation *People benefit from the work done.*

- Trains workers*
- Helps the community work together*
- Demonstrates & encourages a social conscience in all.*

With each described
4 @ 2m each

8 marks

0, 1m for poor description, 2m good description

Description must be present for marks to be awarded

Q6

As part of the LCVP course you have undertaken work placement/ work shadowing.

(a) List three advantages of doing work placement/shadowing.

You can see what is involved in a particular job/make career choices.

You may get part-time work from it/employment contacts.

It allows you see the differences between work and school

Can motivate you to work harder in school.

Contribution to CV/referee

Gain knowledge o f the working world.

Learn new skills

3 @ 1m

3 marks

(b) State & Explain the steps involved in securing the work placement/work shadowing.

Choosing the type of work placement/shadowing

Find out the type of work available.

Using your contacts

Research the business/organisation

Make contact with person in charge/prepare documentation/cv if interview needed.

Discuss the suitability of the time/and dates.

3 @ 2m(1m +1m)

6 marks

(c) (i) Explain **three** obligations an employer has regarding Health & Safety at work.

Have a safety statement

Provide information, instructions and training.

Provide safe working areas, machinery, other equipment, access and exit.

To give proper breaks/holidays/leave

To make employees aware of particular dangers.

To provide the correct safety/protective clothing, footwear, equipment etc

Have a safety officer

Organise regular fire drills and evacuations.

1m or 2m

3 @ 2m

6 marks

(ii) Explain two obligations an employee has regarding Health & Safety at work.

To follow instructions regarding safety.

Use the protective clothing equipment correctly

Report any dangers or injuries.

Use all equipment in the proper manner.

Not to endanger colleagues.

2 @ 2m

4 marks

1m or 2m

(d) Using three separate headings, write a brief evaluation of your placement/work shadowing.

What was learned

What was hard/easy to do/liked/did not like.

What was learned for the future.

*Views on career choice**

Statement of value judgement ie not enough time.

Content of actual work done.

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

6 marks

* compulsory