



Coimisiún na Scrúduithe Stáit
State Examinations Commission

LEAVING CERTIFICATE 2010

MARKING SCHEME

LINK MODULES

COMMON LEVEL

LCVP 2010

Link Modules Examination

Solution & Marking Scheme

Written Examination

Examination Total marks	160
Distinction	128 marks
Merit	104 marks
Pass	80 marks

Marking Scheme and Support Notes for use with the Marking Scheme

In considering this marking scheme the following points should be noted:

- The support notes presented are not exclusive or definitive and alternative answers may be acceptable if deemed valid;
- They are support notes and not model or suggested answers;
- Further relevant points of information presented by candidates are marked and rewarded on their merits;
- The detail required in any answer is determined by the context and the manner in which the question is asked and by the number of marks assigned to the answer on the examination paper. Requirements and mark allocations may therefore vary from year to year.

Section A**Audio Visual****30 marks****Part 1****Q.1 Why did Jane jump at the chance to manage a recruitment agency? 2 marks**

She had decided HR was her true calling/as after working in several different departments she had experience in HR which she liked.

1 @ 2m
(1 + 1)

Q.2 Name two skills needed to run a business. 2 marks

- Finance,
- Staffing,
- Marketing,
- Negotiating.

2 @ 1m

Q.3 What is the key to success for a recruitment agency? 2 marks

1. To be able to match employees to vacancies.
2. Have a thorough understanding of many different sectors/sales, financial, manufacturing, IT.

2 @ 1m

Part 2**Q.4 Why is emigration not an option for Michael? 4 marks**

1. He does not want to leave his friends and family.
2. He thinks it might be hard to get a job when he returns.

2 @ 2m
(0, 2)

Q.5 What are Michael's weaknesses as a job seeker? 4 marks

1. His CV is not as good as it could be/it is not a good show case.
2. His CV is not updated e.g. further education
3. He has worked as an Architectural technician/ it is hard to get employment in the construction sector.
4. Not flexible/not willing to emigrate
5. No personal contact with potential employers/he is sending out, uploading CV to employers
6. Lacks employment experience

2 @ 2m
(1 + 1)

Q.6 What advice does Jane offer for a good CV? 4 marks

1. Make it stand out. Be different. Use eye catching subject lines.
2. Emphasise your uniqueness/what you can do better than anyone else/include further education
3. Make sure your key achievements are highlighted.
4. CV should be easy to read
5. Match your CV to the job on offer.
6. Prepare well and put a lot of thought into it.

4 @ 1m

Part 3

Q.7 Outline three reasons why preparation for interviews pays off? 6 marks

1. Your answers allow an employer to get to know more about you and more about your personality than what is on your CV/give detailed responses/research the company/anticipate questions in advance/prepare answers.
2. You only get one chance to make a first impression so dress appropriately/ use of body language/shaking hands/asking inappropriate questions
3. Ensure employers won't find out anything inappropriate about you from social networking sites.
4. Interviews become easier when you have practiced public speaking.

3 @ 2m
(1 + 1)

Q.8 In Jane's opinion how are some people responding positively to the downturn in the economy? 6 marks

1. Some people are opting to start their own businesses/Entrepreneurial activity is strong in Ireland which is good for the economy/will bring on even more business/ some past candidates who used her services are now employing people themselves.
2. Many are using the fact that they are out of a job as a chance to review their own career paths.

Two statements
1 @ 4m (2 + 2)
1 @ 2m (0, 2)

Section B**Case Study****30 Marks**

- Q1** (i) **List three stakeholders other than the County Enterprise Board and the County Council.**
- (ii) **Give one reason why each stakeholder you mentioned would be involved with the Community Development Committee.** **6 marks**

1. Social, Sport, commercial, educational organisations

3 @ 1m

2. **Reasons:**

Social: To ensure that the needs of all age groups are represented young/old.

Sport: To make sure amenities are developed that they can use/encourage sport in their area/provide proper facilities.

Commercial: To ensure that business parks that may be developed will be appropriate for the businesses to use/their interests will be represented/boost sales/good PR/provide business experience/skill.

Educational: To show the young people that their education is important to the area/representative of young people's interests/provide training/up skilling/to develop school projects.

No repetition of reasons allowed.
Any valid reason acceptable.

3 @ 1m

Q2 (i) **Why are the County enterprise Board and the County Council part of the Community Development Committee?**

(ii) **Identify three ways the development of new enterprises in Killmaloe can be encouraged. Explain each of your answers.**

12 marks

(i) 1. The County Enterprise Boards promote entrepreneurship/by helping existing Enterprises and new enterprises in local areas/help new enterprises with grants, advice or mentoring.

2. The County Councils look after local areas/ they have responsibility for planning/ environmental issues and amenities in these areas.

2 @ 3m
(2 + 1)

(ii) 1. Grants.
2. Serviced facilities/enterprise units/infrastructure.
3. Support/mentoring/advice.
4. Work with enterprise courses in local schools/colleges/provide training/courses.
5. Tourism - marketing/website/promotion/adventure centre.

3 @ 2m
(1 + 1)

- Q3**
- (i) Describe one way the local people may have been asked for their opinion. Give two advantages of this method of gathering information.**
 - (ii) Using the information in the table suggest one trend that will influence the Community Developments Committee's decisions.**
 - (iii) Outline two projects you think the Community Development Committee should prioritise to enable Killmaloe meet the challenges it now faces yet retain what's good about the town/area.**

12 marks

- (i) 1. Questionnaire/Suggestion Box
This is a written set of questions/requested comments designed to cover the areas you are interested in finding out about/ view opinions/make decisions

Advantages
(a) The design is easy
(b) Quick to administer
(c) Cheap to do.
- 2. Interview
This is a one to one way of finding out the views to particular questions. The answers are completed by the interviewer.

(a) Questions can be explained by the interviewer.
(b) High response to all questions
- 3. Community Meeting
A gathering of local stakeholders/local people.

Advantages
(a) Brainstorm
(b) Different opinions expressed and heard.

4 marks

Description 2m (1 + 1)

Advantages 2 @ 1m

- (ii) Trend

Any category can be selected. Relevant comment.

Population – number of young people decreasing/number of old people increasing.

2m (0, 2)

(iii)

1. Scenic walks/Tidy Towns/Litter Campaigns/landscaping
2. Beach
3. Mill
4. Adventure Centre
5. Resource Centre
6. Employer
7. Creche
8. Website

2 @ 3m

1m – statement of the project

1m – how they met the challenge

1m – retain what's good about the area

No repetition of points.

Section C**General Questions****100 marks****Q.1 (a) State the product/service provided by this business/enterprise****2 marks**

Name of the product/service

2m

(b) Carry out a SWOT analysis for that business/enterprise.**8 marks**

- Strengths - location/product/service/staff/reputation/awards/loyal customers
Weaknesses - poor management/need of capital/out of date premises/equipment
Opportunities - new markets/expansion/new products/experience skilled employees
Threats - competition/cost of finance/bad employees/economic downturn

2 points under each heading

No repetition of points/examples

4 @ 2m

(1 + 1)

(c) Explain three personal characteristics of a successful entrepreneur in your locality.**6 marks**

Any three named relevant characteristics.

- Motivated
- Innovative
- Good communicator
- Self Starter
- Risk taker

3 @ 2m

(1 + 1)

(d) How does the role of the entrepreneur differ from that of a manager in a business?**9 marks**

1. An entrepreneur comes up with an idea/ a manager is responsible for implementing it/a particular function/running the business.
2. An entrepreneur takes risks whereas a manager does not necessarily take a risk.
3. An entrepreneur works for themselves whereas a manager is often employed by others.
4. An entrepreneur may not have specific training whereas a manager has specific training in one or more areas.
5. An entrepreneur has the potential to make high profits whereas a manager is paid a set salary.
6. An entrepreneur sets up the business and the manager runs it.

Contrasts must be evident.

No repetition of points.

3 @ 3m

(1 + 2)

Q.2 (a) Identify one teamwork activity in which you have been involved. Indicate clearly your role in this activity. 4 marks

Name of activity 1m

Role in the activity 3m

State role + explain
(1 + 2)

(b) Outline three benefits of teamwork to this activity. 6 mark

Benefits of teamwork

1. You get more work done/quicker/work shared.
2. Everyone takes ownership of the part they are responsible for/responsibility shared/no one under too much pressure
3. Experience & skills are shared/ variety of strengths/weaknesses/more ideas.
4. Disputes are avoided as communication with each other is essential in teamwork/everyone has a say.
5. Workers are more contented as relationships with colleagues improve/better motivation.
6. Workers can work closely with those who have a common interest.
7. Easier to solve problems, more than one approach reviewed.
8. Communication/interpersonal skills improved.

3 @ 2m
(1 + 1)

(c) What makes a person a good team member?

6 marks

1. Being a good listener.
2. Being willing to do your share/share ideas.
3. Being good at encouraging others to participate.
4. Asking for help from others when needed/offering help when needed..
5. Good at keeping to target/ committed to making the team work by keeping deadlines.
6. Good at recording what was decided, who does what etc.
7. Tolerate other ideas/views/criticisms.

3 @ 2m
(0, 2)

(d) Describe three ways a team can evaluate its group performance. 9 marks

1. Compare what was achieved to the plans/targets drawn up/aims/goals/ how successful was the activity?
2. Class discussion.
3. Ask teachers/other adults.
4. Teams can review how each member has developed/ new skills learnt/quality of what was learned?/do a SWOT/SCOT/SPOT analysis
5. Were there many disagreements?
6. How were disputes settled?
7. Questionnaires.

3 @ 3m
(1 + 1 + 1)

Q.3 (a) Explain the three underlined words. 6 marks

CV: Curriculum Vitae. This is a document setting out/ personal, educational, work experience information together with skills and talents plus any other relevant information of a person seeking employment.

Referees: These are people who know the job seeker and a potential employer can contact them to find out about their reliability etc.

Equal opportunities employer:

This means that the employer will not discriminate between applicants on the grounds of sex, age, race, religion, ethnic group, gender, marital status, disability etc./everyone gets the same chance.

3 @ 2m
(0, 2)

(b) Why do you think Gourmet Cafe want a customer-focused person for this job? 5 marks

1. The work involves dealing with the public.
2. The worker must be willing to satisfy the demands of the customer in a pleasant way/good public image/good reputation.
3. It is important that the customers feel happy with the service so that they return.
4. Gives the business a competitive edge/boosts sales.

3 points
2 @ 2m
(0, 2)
1 @ 1m

(c) What advice would you give when completing an application form? 8 marks

1. Follow all instructions/use black biro/block caps/include photos if requested.
2. Print details so that your handwriting can be read/complete on computer if you can/legibility/correct spelling.
3. Answer all parts/be honest/include an extra sheet if necessary/ensure you sign the form
4. Take a copy of the blank form and practise filling it in.
5. Keep a copy of the completed form/for interview preparation.
Submit in good time so you are not disqualified for being late.
6. Do not leave to the last minute/rush filling in the form.

4 @ 2m
(1+1)

(d) Outline four pieces of information that should be included in a Contract of Employment. 6 marks

1. Details on wages/salary, how much you are paid/when you are paid/ how you are paid/overtime bonus.
2. Holiday entitlements such as when work year begins/ when you can take holidays/ how many days holidays.
3. Sick leave entitlements, how many days before a cert is needed/ details on payment while you are ill.
4. Details of the job you are appointed to do/ job title
5. Code of conduct/grievance procedure, who you can complain to and how you should complain.
6. Details on statutory leave such as parental leave/maternity leave.
7. Employers' name/address, Employees' name/address.
8. Employees' start date/duration of contract.
9. Signature of employee.

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

Q.4 (a) Name of LCVP activity. Was the activity successful? Explain. 5 marks

Naming of activity where you had a leadership role. 1m

Successful? Yes or No 2 @ 2m
(0, 2)

(b) What makes for a successful/effective leader in any organisation? 6 marks

1. A good planner will ensure goals are achieved and carried out.
2. They have a knowledge of all aspects of the work of the organisation.
3. Charismatic personality so that people will work with them.
4. Good decision maker so that progress can be made.
5. Having good communication and listening skills.
6. Being innovative, not afraid to try out new things.
7. Being a good motivator so that he/she can encourage others in the organisation.
8. Able to delegate.

3 @ 2m
(1+1)

(c) How can an organisation benefit from effective leadership? 6 marks

1. They are more profitable/successful.
2. They have a good reputation as an employer and generally.
3. Workers are happy/less stressed/ less staff turnover/less industrial relations problems.
4. Staff know their role/more productivity/motivated

3 @ 2m
(1 + 1)

- (d) (i) **Explain what is meant by the term good communicator.**
(ii) **Outline three ways of improving your communication skills.** **8 marks**

(i) This is someone who can get their message across in an effective way so that the information is acted upon. They are also a good listener so that they will hear what is being said and not misinterpret it. **2m (1+1)**

- (ii) 1 Attend training course to get outside help.
2 Practise speaking in public/join a drama group
3 Improve your ICT skills/report writing skills
4 Be well prepared so that you are not worrying about being caught out/you can answer questions asked/Mock Interviews
5 Research/read self help books/web sites. **3 @ 2m (1 + 1)**

- Q.5 (a) Draw up an Agenda for the first class meeting in relation to this activity.** **5 marks**

AGENDA

1. Election of officers* Chairperson
Secretary
Treasurer
2. Which charity gets their support
3. Draw up work plan/delegate tasks.
4. Discussion on finances.
5. Arrange permission from Principal*
6. Arrange a date for the activity.
7. Arrange next meeting.
8. AOB

5 @ 1m
***Compulsory points**

- (b) **Outline three benefits to the student of participating in this activity.** **6 marks**

1. The classes teamwork skills are practised/importance of listening to others.
2. Awareness of helping others/the charity, is created which is good.
3. Personal skills can be developed as the students can pick different roles to carry out.
4. The self esteem of the students will improve as they will have a high profile around the school during this activity/work with people you have never worked with before.
5. Taught the importance of planning which will help drawing up plans/study plans.
6. Helped to complete an item for the Link Modules portfolio.

3 @ 2m
(1+1)

(c) Explain the importance of financial planning for this activity. 5 marks

1. Targets can be set so that a realistic amount for the charity can be raised/is it worth doing/going ahead with?
2. Monitor the amount of money collected for the charity by keeping lists.
3. Financial planning to decide on what to charge.
4. It will allow students interact with business if they decided to get sponsorship.

1 @ 3m
(2 + 1)
1 @ 2m
(0, 2)

(d) A disagreement has arisen within the class about responsibilities. Describe three steps that could be taken to resolve this disagreement. 9 marks

1. Ask the teacher to act as mediator/listens to everyone's opinions/get written opinions, statements /impartial.
2. Have class discussion about who would be best doing what/each person can explain their strengths/that the best is chosen for the job.
3. Define each responsibility/role so that each member is clear about what is involved in each/should eliminate disagreements so everyone is involved.
4. Set up small teams rather than individuals to take on responsibilities/shared skills,workload/better decisions.

3 @ 3m
(1+1+1)

Q.6 (a) Outline two advantages of doing work placement/shadowing. 4 marks

1. You get to know what is involved in a particular job.
2. You experience the reality of having to be somewhere on time/ each day etc./taste of the world of work.
3. You have a referee for your CV/a contact.
4. You may get offered summer/ part time work.
5. You can make more informed decisions about your career choices.
6. You learn new skills/improve skills.
7. You can improve your self esteem/confidence from interaction with other adults.
8. Helped complete your Link Modules portfolio.
9. Motivates you to work harder in school.

2 @ 2m
(1 + 1)

(b) Explain two obligations an employer has regarding health and safety at work. 6 marks

1. To provide safe working condition/proper facilities/breaks/holidays/proper working machines etc.
2. To provide proper training/instruction/adequate signs displayed/fire drills
3. To provide safety clothing & equipment.
4. Prepare a safety statement/ensure risks are assessed.
5. Take steps to avoid bullying.
6. Appoint a Safety Officer/report accidents to Health and Safety Officer.

2 @ 3m
(1 + 2)

Explanation and example

- (c) **Outline how you planned for and organised your work placement/shadowing. Write a brief evaluation of your work placement/shadowing experience.**

7 marks

Planned for and organised

1. How you obtained the placement.
2. Travel arrangements.
3. Research on the organisation.
4. Consent forms.
5. Underwent relevant training.
6. Check the dress code/start, finishing times..
7. Make lunch arrangements.

3 @ 1m

Evaluation:

1. Comment on career choice/future studies and this type of job.
2. Comment on how it helped in: Home
3. School
4. Community

4 @ 1m

- (d) **Describe four difficulties that a student may experience during his/her work shadowing or work experience.**

8 marks

1. Not having work to do/boredom.
2. Finding it hard to talk to other people/overcoming personal worries/shyness.
3. Lack of training for tasks/no instructions given/finding the work difficult.
4. Not being treated well by the organisation/workers/over worked/exploited/long hours..
5. Practical issues/transport/timekeeping/dress code.
6. Being excluded/employees not interested in helping the student.

4 @ 2m
(1+1)

