



Coimisiún na Scrúduithe Stáit
State Examinations Commission

LEAVING CERTIFICATE 2011

MARKING SCHEME

LINK MODULES

COMMON LEVEL

LCVP
Link Modules Examination

Solution and Marking Scheme

Written Examination 2011

Examination Total 160 marks

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 What is volunteering?		1 mark
Volunteering is when people work to help others/for a particular cause.		1 mark
Q.2 Why is volunteering considered a selfless activity?		2 marks
It is intended to promote good/improve the quality of life for others.		2 @ 1m
Q.3 Why did the organisation ‘HELP IRELAND’ appeal to Orla?		3 marks
1. Because in the current climate homelessness is on the rise. 2. She was impressed by their vision 'everybody has a right to a place that they can call home'. 3. She also liked that they helped a wide range of people, young, old, male, female, also from a variety of backgrounds.		3 @ 1m
Part 2		
Q.4 Like many voluntary organisations ‘HELP IRELAND’ has seen many changes in recent years. Outline some of these changes.		4 marks
1. There is an increase in homelessness due to financial difficulties. 2. Due also to personal, family situations or medical reasons.		2 @ 2m
Q.5 Explain the type of help offered to the clients of ‘HELP IRELAND’.		4 marks
1. They have emergency hostels/short term accommodation. 2. They try to get permanent accommodation for everyone. 3. Provide inexpensive meals. 4. Give impartial advice. 5. Encourage clients to participate in training/education programmes. 6. More experienced volunteers provide/offer support to anyone who asks for help/place to go/someone to liaise with. 7. They assist clients in making the transition from being homeless.		4 @ 1m

Q.6 Why does ‘HELP IRELAND’ encourage young people to act as volunteers in their organisations? **4 marks**

1. Young people are energetic/enthusiastic. Clients find them uplifting and optimistic.
2. They have many areas/practical aspects in which they can work e.g. helping in the hostels/the coffee shop/soup runs/generally interacting with clients.

2 @ 2m
(1 + 1)

Part 3

Q.7 Why did Orla decide not to show her interview with Stephen, a homeless man? What has Orla learned about homelessness and peoples’ attitude to the homeless from her interview with Stephen? **6 marks**

Orla decided not to show the interview with Stephen as she wanted to respect his dignity as it was a bit too personal. **1m**

Orla has learned;

1. Homelessness can be very tough.
2. Most people he meets are decent.
3. Some try to talk down to him/tell him to get a job.
4. He misses having his own place and a normal way of life.
5. He does not feel safe on the streets.

5 @ 1m

Q.8 Personal growth and development can be achieved through involvement in voluntary work. Explain the meaning of this statement. **6 marks**

1. Personal characteristics are developed such as determination, patience and understanding. You learn to take initiative, show commitment and be energetic.
2. Improve skills/CV/will enhance employment prospects/can help with future working life.
3. Make a difference to improve community/make a difference to the quality of peoples’ lives/making your community a safer and more pleasant place to live.
4. Learned empathy; organised own fundraising event.

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

Section B	Case Study	30 marks
Q.1	State and explain three enterprising characteristics/skills shown by Sara.	6 marks
1. Innovative/Creative:	She has come up with new ideas or found ways to improve existing ideas.	
2. Motivated:	She is a self starter/enthusiastic to get going. She wants to give herself personal satisfaction.	
3. Realistic:	She knows what needs to be done without being too overly ambitious.	
4. Risktaker:	She is willing to set up on her own and is willing to manage the risks both personal and financial.	
5. Decisive:	She is good at making decisions. She makes them quickly and definitely.	
6. Flexible:	She is willing to change her career path as the need arises.	
7. Hardworking:	She is willing to put in a huge effort/hours/work.	

3 @ 2m
(1 + 1)
1m for stating +1m for description
No repetition

Q.2	(i) What are the benefits for Sarah of enrolling in a web design course? (ii) Sara will be running this business on her own (sole trader). What impact will Information and Communications Technology (ICT) have on Sweet Dreams?	12 marks
1.	She can design her own website/use her new skill/upskilling herself/develop IT skills.	
2.	Save money/doesn't need a professional designer.	
3.	Having a professional website gives her a competitive edge/good image.	
4.	To show Banks/County Enterprise Board she is serious about setting up on her own.	

4 @ 1m

(ii) Impact of ICT

1. Internet/ Email/ Website/Social networking sites
 - Website to advertise the products/take orders.
 - To check out what competitors are doing.
 - Online payment(paypal)
 - To do market research
2. Software packages
 - Word Processing/Database/Publisher
 - To be professional in the letters, invoices, flyers she sends out.
 - Easy to store information.
3. Financial
 - Keeping accounts/payroll/spreadsheet.
 - Able to do online banking.
 - Easy to draw up budgets/change figures.
 - Online payments
4. Product Developement
 - Modern cake designs can be prepared.
 - Customers can email in photos etc.
 - Research designs online.
5. Mobile Phone/Laptop/Video Conferencing/Fax/Phone
 - Makes business efficient as you can handle business matters anywhere.
 - Cuts down on the need for other machines such as answer machines etc.
6. Cost Implications
 - Email/ design brochures/ valid cost implications/website advertising.

4 @ 2m
(1+1)

No marks for headings
No repetition of points

Q.3 Good Planning is essential to the success of a new business enterprise.

- (i) State how the preparation of a Business Plan will help Sara's enterprise.
- (ii) Discuss, under relevant headings, the main issues that Sara must consider for in her new enterprise start-up.
- (iii) Explain **one** reason the cafe might be successful during the winter months.

12 marks

(i)

- 1. You know your aims/objectives/can assess actual performance compared to what is expected.
- 2. Banks and other financial institutions/agencies will require it if you apply for a loan or look for a grant.
- 3. Helps decision making, helps you see how aims objectives can be met.
- 4. Planning helps anticipate problems and aids problem solving/SWOT.
- 5. Allows you to plan for the future – costings/finance/capital purchases.

4 @ 1m

(ii)		
1.	Premises/Location	<p>Where will she set up? How much rent she has to pay? Will she have renovation/alteration costs? Proximity to market/infrastructure. Is the premises fitted out with equipment?</p>
2.	Finances	<p>What capital will she need for stock/start up? Day to day expenses needed/running costs. Will suppliers give credit? Sources of finance Ability to repay loans/restraints imposed by lenders.</p>
3.	Marketing	<p>How will she advertise/website etc? What products will be successful? Who are the different types of customers/target market? How will she stand out from the competitors? Keeping up good community relations.</p>
4.	Employees	<p>Will she need any and what for/how many/what skills are needed? Cost of wages. Training needed.</p>
5.	Product/Service	<p>Will this be a seasonal business or an all year round? How will she need to change the product depending on the time of year? Getting it right to meet customer demands/charging the right price/maintaining quality control/service sourcing ingredients/one off/batch.</p>
6.	Competition	<p>Who are the competition? How will her business be better/USP? How will competition influence price?</p>
7.	Legalities	<p>All laws regarding setting up a business adhered to. Licences secured/or in order. Health and safety issues addressed. Employment law/Consumer law.</p>

3 @ 2m
 (1m + 1m)
 No marks for headings

(iii) Any relevant comment to the case study.

2m

Section C	General Questions	100 marks
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Q.1 A career investigation is helpful in making your final career choice.

- | | |
|---|---|
| (a) Name the career you investigated as part of your LCVP Link Modules. | 1 mark |
| Any career mentioned | 1m |
| (b) State and explain three qualities/skills relevant to this career. | 6 marks |
| 1. Teamwork skills
2. Communication skills
3. Confidence
Etc. | State 1m
Explain 1m
3 @ 2m
(1 + 1) |
| (c) As part of your investigation you were involved in an ‘out of school’ activity.
What were the benefits of participating in this activity? | 9 marks |
| 1. You learn new skills such as communication skills by having to get information or pass on information successfully.
2. Improve personal skills e.g. you improve planning/research/organisation skills.
3. Easy to gain awareness/information about the career.
4. You can have new experiences such as interviewing someone from the career/learn about the type of work available/world of work.
5. Complete a portfolio item for the Link Modules on a career investigation.
6. Helped to focus you for the future/make decisions/make contacts/more motivated at school. | 3 @ 3m
(1 + 2) |

(d) What advice would you give to a recently qualified person who is finding it difficult to get a job in their chosen career area? **9 marks**

1. Seek unpaid work experience in a relevant business to show that you are really interested in this area of work.
2. Do voluntary work to show you are interested in adding to your CV/ not being idle/personal satisfaction.
3. Investigate what further courses you could take so that you can keep up your skills/retrain/FAS/upskill.
4. Be flexible in what work you would do as this will make you more attractive as an employee.
5. Develop personal skills, such as teamwork which will make you more efficient as a worker.
6. Make personal contact with potential employers/recruitment agencies.
7. Set up your own business: grants/mentoring/fulfill personal ambition.
8. Emigrate: move to a country where your skills /qualifications are needed. You are upskilled/trained which enhances your CV.

3 @ 3m
(1 + 2)

Q.2 Visits out to a local business enterprise is very beneficial as a class activity.

(a) Name the business enterprise your class visited. **2 marks**

Any business named **2m**

(b) State **two** goals you had for the visit-out to this business. **4 marks**

1. To learn about the business.
2. To successfully plan/organise a visit out.
3. To improve personal skills.
4. To prepare an item for my portfolio.
5. Learn to work as part of a team.

2 @ 2m
(0, 2)

(c) Outline the main factors which contributed to the success or failure of the visit-out. **9 marks**

1. How well the visit was planned?
2. Did arrangements work according to plan?
3. Participation of all the class members.
4. How welcoming/prepared the organisation we visited was for us?
5. The quality of the research on the organisation.
6. Quality of the questions asked/information received.

3 @ 3m
(1 + 2)

- (d) Evaluation is an important element in assessing an LCVP activity.
- Explain what is meant by evaluation.
 - How would your class evaluate the visit-out? Give reasons why they would do so.

10 marks

(i)

Evaluation is the reviewing of an activity with a view to assessing if it was successful/analysing the information to see if it was a success or failure/to alter how we would do the activity in the future.

2m + 2m

(ii)

1. Questionnaire: Can be given to the organisation visited as well as to the class.

Reason:

- Easy to administer/collate results.
- Can be completed anonymously.
- Generally inexpensive.
- Good response rate.
- They are objective.

2. Ask Teachers/Member of organisation visited for their opinion.

Reason:

- Allows the class to practice their interview/communication skills.
- Questions can be explained if necessary.
- Easy to do.
- No cost involved.
- You will get honest feedback/review of teamwork.

3. Quality of report - has enough information/correct type of information been learned?

Reason:

- Easy method to use as all class members must produce a report.
- Reports can be compared easily.

4. Review of Teamwork – to see if the class put into practice what they have learned.

Reason

- Objective was to work well as a team.
- All class members are aware of what is involved.

5. Class Discussion: Varying opinions and discussions can be taken on board.

Reason

- Easy to organise
- Everyone can participate.
- Allows one to see how much was learned.
- Good to show improvement or practice in communication skills.

3 @ 2m
(1 + 1)

Q.3 Consider the area where you live.

(a) Give one reason why you think your school is located where it is. **1 mark**

1. In a town/near a large population.
2. No other school nearby.
3. Tradition in the area.
4. Out of the way of major traffic/roads.
Any valid reason

1m

(b) Name **two** types of enterprises/organisations in the area. Explain **one** advantage of each to the area. **6 marks**

Types of enterprises

Commercial Organisations	Voluntary Organisations
Retail	Community organisation
Manufacturing	Charitable organisation
Financial	Sporting organisations
Transport	
Service industry	
Job creation	
State run organisations	
Tourism/Heritage	

2 @ 1m

Advantages

1. Service offered is needed/has a function.
2. Convenience for the customers.
3. They provide employment/job creation.
4. Prestige for the area/brings visitors
5. They help other business/organisations/brings better facilities.
6. Sponsor school/community organisation.
7. Creates a community spirit/brings people together.

2 @ 2m
(0, 2)

- (c) Identify **two** challenges faced by enterprises/organisations in the area. Explain **two** ways each challenge can be overcome. **8 marks**

1. People have less money to spend/Recession/Lack of donations
 - Change their product/service/diversify.
 - Lower prices.
 - Give value for money.
2. High cost
 - Negotiate new prices with suppliers.
 - Find new suppliers.
 - Move premises/re-negotiate rent.
 - Reduce wage bill.
3. Competition from others
 - Have a unique good/service.
 - Make sure quality is better thus keeping customers.
 - Lower prices.
4. Some organisations may be faced with higher demand for service but with less staff/money e.g. hospitals
 - Reorganise how they do their work.
 - Provide information so that customers understand why you are operating how you are.
 - Voluntary workers.
5. Location/rural/urban
 - Remote area lack of services/online business.
 - Urban – No Parking.
6. Depopulation/Emigration
 - Festivals.
 - Source grant incentives to set up a new business.
 - Provide education and training courses
7. Environmental issue/Vandalism
 - Set up task a force within the enterprise/organisation to address/monitor issues/look at data.
 - Recycling
 - CCTV

[2 x 2m challenges (0, 2)]
[2 x 2m - ways to overcome (1 + 1)]

(d) What advice would you give to an entrepreneur who is researching the possibility of setting up a business in the area? **Four** points needed. **10 marks**

1. Do Market Research to determine if a market exists/look at competition.
2. Contact the local enterprise board for advice/mentoring.
3. Do a business plan/to get a bank loan/investors.
4. Conduct a feasibility study.
5. Apply for grants that are available.
6. Rent one of the vacant units rather than building a new unit/lease equipment or premises.
7. Research the availability of suitable employees, so that you select hardworking, flexible staff.
8. Transport systems, near airport/port/good infrastructure.
9. Check with the local council re planning requirements/permits/licences secured/planning permission.

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

Q.4 Through your participation in LCVP you have gained knowledge of the working world.

(a) Name **two** types of work other than employment. **2 marks**

1. Self employment
 2. Voluntary work
 3. Housework
 4. Schoolwork/Homework
 5. Work experience
- 2 @ 1m

(b) Describe **three** non-financial benefits of employment. **6 marks**

1. Experience/learn new skills/team work skills.
2. Improve your own self esteem/more confident/self fulfilment.
3. Sociable activity/friendships/quality of life/interpersonal aspect.
4. You may get benefits-in-kind/company car/travel/shares.
5. Job security so you can plan for the future.
6. CV improved by having work/reference/referee/contact for the future.

Explanation is needed

3 @ 2m
(0, 2)

(c) What is a Trade Union? Explain **three** reasons why employees join Trade Unions. **8 marks**

A Trade Union represents an organisation of workers. They represent the workers as a group to improve their conditions of work.

2m
(1 + 1)

Reasons why workers join unions.

1. All the workers back each other, solidarity.
2. The union will negotiate better wages/working conditions.
3. Union will represent the worker if there is a dispute/issue/bullying.
4. Thousands of members are more powerful than a small number so better for negotiating.
5. Benefit from group schemes (VHI/Credit Union).
6. Can be compulsory.

3 @ 2m
(1 + 1)

(d) Discuss **three** benefits for workers who engage in further education and training throughout their working life. **9 marks**

1. Improve skills: Better chance of promotion in their job/retention of work.
2. Helps to find work in the future/Enhances your CV/Gives the employee choice for their future.
3. New challenges: Keeps the employee motivated and interested.
4. Certain careers (such as IT) need constant updating because of new developments..
5. Employees now change careers more often so new qualifications are needed.
6. Renumeration/greater responsibility.

3 @ 3m
(1 + 2)

Q.5 Your Link Modules class has decided to produce and sell friendship bracelets to the students of your school as an enterprise activity.

(a) Outline **two** methods of generating ideas for enterprise activities. **4 marks**

1. Brainstorming in the class/suggestion box/mind map
2. Copy previous successful enterprises.
3. Do Market Research to find out what would sell/survey/internet.
4. Look at what is available in the shops.
5. Hobbies/interests.
6. Consultants/mentor from Junior Achievement/CEB.

2 @ 2m
(0, 2)

(b) Explain why it is important to carry out market research before undertaking this activity. **4 marks**

1. You find out if the students would be interested in the product/what year groups are interested so you can plan your product around them.
2. You can get an idea of how much students would be willing to pay.
3. Potential problems should be identified e.g. quality, need for raw materials/start up capital/location.
4. Make sure money is not wasted, produce the correct quantity.
5. Information on competitors/what's in the shops.

2 @ 2m
(0, 2)

- (c) Draft a questionnaire to carry out market research for this activity. It should contain at least **five** questions. **10 marks**

Questionnaire					
Q.1	Male <input type="checkbox"/>	Female <input type="checkbox"/>			
Q.2	What year are you in?	1st <input type="checkbox"/>	2nd <input type="checkbox"/>	3rd <input type="checkbox"/>	
		5th <input type="checkbox"/>	6th <input type="checkbox"/>		
Q.3	Would you buy a Friendship Bracelet?	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
Q.4	If yes, would you buy bracelets in more than one colour?	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
Q.5	Would you buy them for yourself or as a gift?	_____			
Q.6*	How much would you be willing to pay for 1 bracelet?	_____			

Layout	
Heading	
Neatness	
Instructions	
Variety of question styles	5 marks 5 @ 1m

5 Questions	5 marks 5 @ 1m
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*Compulsory Question

- (d) Set out the marketing section of the Business Plan which would have been drawn up.
Include all elements of the marketing mix which would have been considered.

7 marks

Marketing section:

Market Research: Draw up a questionnaire and do research in year group. Ask other students who have set up mini companies in the past for advice. Use the internet to get ideas for different products. 1 mark

Product Make sure that the quality is good by using good quality raw materials and that the production is of a high standard/ USP/ packaging/design.

Price Consider how much students will pay so that this is not priced too high yet high enough to cover costs and yield a profit/in line with competition/different pricing strategies.

Place Plan carefully where the bracelets will be sold, e.g. setting up a stand in the school in a good location in the assembly area. Sell the bracelets when there is a school activity such as at sports event or school concert/set up stand in local shopping centre/craft fairs/local primary school.

Promotion How will the bracelets be advertised; make samples and go round taking orders in advance, allow students to order the colours they want. Put up posters around the school and use the school intercom. Sales promotion/web site.

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

Q.6 Work experience/shadowing placement is a very valuable exercise for LCVP students to prepare them for the future.

- (a) Write an email you might send when seeking a suitable work placement. **4 marks**

Salutation (opening)
Subject line
Introduction
Reason why the email is being sent
Number of days/dates
Closing statement/closure
Attach CV
Email address

(Any 4)
4 @ 1m each

- (b) Outline **three** responsibilities you have as an employee to your work placement employer. **6 marks**

1. To work hard/act responsibly/ensure standards/honesty/attend training.
2. To turn up on time.
3. To follow Health & Safety instructions/take responsibility for their safety.
4. To dress appropriately/take pride in uniform etc.
5. Be pleasant to work colleagues/customers.
6. Confidentiality/loyalty to organisation.

3 @ 2m
(0, 2)

- (c) Describe **three** ways your LCVP work placement has influenced your career choice. **6 marks**

- | | |
|------------------|---|
| 1. Type of work | I enjoyed/did not enjoy it/see what was involved in the particular job. |
| 2. Skills needed | Suitable for you, I have the skills/do not have the skills. |
| 3. Training | I am interested in this and would enjoy the training/college course/found it too difficult or too long. |
| 4. Job prospects | Good/poor. |
| 5. Career choice | Helped to make a decision regarding the career. |

3 @ 2m
(1 + 1)

- (d) Employers value certain characteristics in their employees. Name **three** of these characteristics and explain why each is important to an employer. **9 marks**

Naming characteristics:

- | | |
|-------------------------|--|
| 1. Trustworthy | An employer must know that no stock or money will be stolen. |
| 2. Showing initiative | An employer will want an employee who does not have to be told everything to do/who will find efficient ways to carry out the work/can deal with the unexpected quickly and efficiently. |
| 3. Reliable | An employer wants employees to turn up on time and be able to depend upon them to get the work done properly. |
| 4. Loyalty | An employer would expect employees to have the best interests of the employer at heart and want to do a good job. |
| 5. Hard working | An employer will expect employees to do their best, to do a fair share of the work and to a high standard. |
| 6. Team player | An employer will want employees who want to work together to do a task well, the employee must be willing to co-operate with each other. |
| 7. Being well presented | Neat, tidy, appropriate attire to create a good impression for the business. |
| 8. Good communicator | An employer will want employees who can deal clearly with customers/others. |

3 @ 3m
1m for naming
2 @1m for why important
no repetition of points allowed

