



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate 2018

Marking Scheme

Link Modules

Common Level

Note to teachers and students on the use of published marking schemes

Marking schemes published by the State Examinations Commission are not intended to be standalone documents. They are an essential resource for examiners who receive training in the correct interpretation and application of the scheme. This training involves, among other things, marking samples of student work and discussing the marks awarded, so as to clarify the correct application of the scheme. The work of examiners is subsequently monitored by Advising Examiners to ensure consistent and accurate application of the marking scheme. This process is overseen by the Chief Examiner, usually assisted by a Chief Advising Examiner. The Chief Examiner is the final authority regarding whether or not the marking scheme has been correctly applied to any piece of candidate work.

Marking schemes are working documents. While a draft marking scheme is prepared in advance of the examination, the scheme is not finalised until examiners have applied it to candidates' work and the feedback from all examiners has been collated and considered in light of the full range of responses of candidates, the overall level of difficulty of the examination and the need to maintain consistency in standards from year to year. This published document contains the finalised scheme, as it was applied to all candidates' work.

In the case of marking schemes that include model solutions or answers, it should be noted that these are not intended to be exhaustive. Variations and alternatives may also be acceptable. Examiners must consider all answers on their merits, and will have consulted with their Advising Examiners when in doubt.

Future Marking Schemes

Assumptions about future marking schemes on the basis of past schemes should be avoided. While the underlying assessment principles remain the same, the details of the marking of a particular type of question may change in the context of the contribution of that question to the overall examination in a given year. The Chief Examiner in any given year has the responsibility to determine how best to ensure the fair and accurate assessment of candidates' work and to ensure consistency in the standard of the assessment from year to year. Accordingly, aspects of the structure, detail and application of the marking scheme for a particular examination are subject to change from one year to the next without notice.



LCVP

Link Modules Examination

2018

Solution & Marking Scheme

Written Examination

Examination Total marks 160

Distinction	128 marks
Merit	104 marks
Pass	80 marks

Section A	Audio Visual	30 marks
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Part 1

Q.1 What is the name of Evan’s business?	1 marks
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Bog Roots

Q.2 As well as product, what other elements does Evan consider important in becoming a successful business?	2 marks
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- 1.Price
- 2.Promotion
- 3.Place

Any 2 @ 1m

Q.3 What influenced Evan in his decision on where to set up his workshop?	3 marks
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1. Funding – grants for setting up in a rural area.
2. Cost of site/less expensive than large cities or towns.
3. Amount of space available to the business is important.
4. Midlands region is the natural region for bog wood craft/natural resources/raw materials.

3 @ 1m

Part 2

Q.4 What reasons does Evan give for sponsoring the local gaelic football team?	4 marks
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1. Loves the sport of gaelic football.
- 2 Sports teams play a huge role in the strength and spirit of the community.
- 3 The stronger the locality is the better it is for Evan’s business.

2@2m(0/2)

Q.5 List the benefits of doing a feasibility study?	4 marks
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1. Reduces risk/nothing left to chance.
2. Shows a good demand for the product/Profit Potential/Sales Potential.
3. Identifies suitability of location- tourism trade.
4. Identifies suitability of location- infrastructure/airports/M6.
5. Well researched feasibility study may secure financial loans/grants.

4@1 mark

Q.6 Evan is an innovative business person. What evidence is there to support this statement?	4 marks
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1. Realised he needs to adapt the business model when business takes a dip.
2. Diversified/Bog Roots makes smaller more affordable pre-made pieces.
3. Working on a new product aimed at visitors/ancient east/smaller picture frames.
4. Low cost shipping to anywhere in the world.

2@ 2m(1+1)

Part 3

Q.7 What has Evan learned from his self-evaluation of the business?

6 marks

1. Location of business is very important/vibrant and supportive community.
2. Value of mutually beneficial arrangements. Now working with a local photographer to sell his photo prints with his frame.
3. By helping the community to ensure local loyalty and helping himself.
4. Needs to update his website/stronger social media presence.
5. Flexibility/ability to adapt when things are tough and when things are going well/people more likely to buy smaller affordable pieces.
6. Business is going well/expansion to a new workshop.

3@2m (1+1)

Q.8 What evidence is there that Evan is aware of the positive impact of IT on a business?
How can he ensure that IT development continues to be beneficial?

6 marks

Question 1

1. Aware of the importance of a website.
2. Must have effective social media presence of their product.

(2@1)

Question 2

3. Continue to up-date their website, online sales, photographs.
4. Advertise the business on various platforms- use social media – blog/instagram/twitter to market the product.
5. Agree with other businesses to promote each other's business by creating hyperlinks.
6. Keep up-to-date with changing IT developments. Complete a course on the use of IT in business to make sure he is making the most of the IT available to him.

2@2(1+1))

Q.1 Explain **three** of the following terms.

6 marks

(i) Volunteer

A person who works for the benefit of other individuals/particular cause/society, without expecting any financial reward for their work.

(ii) Construction Industry

All people/businesses involved in all aspects of the building industry, design teams, plumbers, builders, carpenters etc.

(iii) Placement Officer

Someone who matches workers/employees with job vacancies.

The Placement officer will arrange the work placement/someone who matches organisations that need help with people who volunteer.

(iv) Corporate Social Responsibility

Corporate Social Responsibility is a business practice which involves participation in initiatives that benefit society/local community. Corporations are ethically & socially responsible. They actively support an initiative, which encourages concern for the environment and social wellbeing; often go over and above what is required by law.

3@2m(0/2)

Q.2 (i) What might have influenced Tommy when choosing where to volunteer? What might Tommy gain from volunteering?

(ii) Outline the steps in the recruitment process when an organisation is looking for a volunteer.

12 marks

(i)

Influences on where to volunteer.

1. Personal interest/father is a client of the care home/hobbies and interests
2. Opportunities to gain particular skills.
3. Potential for future employment – Career they are interested in, that they want to get experience in.
4. Convenience of location.
5. Times may suit him. Whether the volunteer has the time available that the voluntary organisation needs.
6. Volunteer somewhere where they can make a difference and contribute to the community or society/provide better amenities and services for a group of people/placement officer.

4 @ 1m each

What might Tommy gain from volunteering.

7. Social contact with new people. Meeting new people/something to do in their spare time/unemployed/similar interests.
8. He can develop new skills/improve existing skills.
9. Improves his CV – Reference/work experience.
10. Self esteem improved by giving back/confidence/active citizenship/feeling of connection to the community.
11. Training and experience may lead to paid employment/improve his chances of finding work/build networks/contact/help with job search.
12. Find out more about work you would consider as a future career/lets you know what the career involves. 4@1m each

(ii) The steps in the recruitment process when an organisation is looking for a volunteer.

1. Contact volunteer centre/Volunteer Ireland for advice.
2. Job description, what task will they need to carry out
3. Decide on the skills/qualities you want/person specification, from someone volunteering.
4. Decide on how many hours per week volunteers will work.
5. Prepare an application form/apply with CV.
6. Advertise the position.
7. Decide on criteria for short listing/arrange and carry out interviews.
8. Request references/Garda vetting.
9. Appoint the volunteer and assign roles.

4@1m each

- Q.3** (i) Compare and contrast a voluntary body with a commercial business.
(ii) What challenges exist for a new voluntary body setting up in your area.

12 marks

VOLUNTARY BODIES

COMMERCIAL BUSINESS

COMPARE:

1. Both need skilled reliable workers.
2. Both should provide appropriate training and have a duty of care to their workers.
3. Both must budget and operate within financial limits.
4. Both provide a product/service to benefit others.

CONTRAST:

5. A voluntary body relies on people to work for free whereas a commercial business pays wages.
6. Voluntary bodies rely on donations and grants for funds while a commercial business raises capital by personal investment/shares.
7. Voluntary bodies are non-profit making and are concerned with social issues whereas a Commercial business is motivated to make a profit.
8. Clients often have no choice but to engage with the voluntary organisations whereas commercial business must always seek new customers/must keep existing customers.
9. A Voluntary body is accountable to those who avail of their services-their clients, whereas a Commercial business is accountable to the shareholders/owners.
10. A Voluntary body benefits the community whereas a Commercial Business benefits the owners/investors.
11. A Voluntary body overall aim is to help others whereas the overall aim of a Commercial business is to produce a product/supply a service.

6@1m

A minimum of 2 in each area

(ii) Challenges for a new voluntary body setting up in your area.

1. Funding/Financing/setup costs/running costs.
2. Finding a suitable location/building with the right space etc. / proximity to clients, time not wasted travelling.
3. Volunteers/having suitable volunteers at the times you want. Hiring qualified skilled staff/volunteers, need for hardworking committed staff/properly qualified/skilled staff, suitable volunteers.
4. Attitude of locals/Getting the backing of the community so that they do not object to the organisations/Attitudes of people to corruption in voluntary organisations.
5. Obtaining suitable permits/compliance with regulations. Legal issues – around the startup of the organisations/planning/health and safety/ownership.
6. Assign roles- who is responsible for the setup/roles, define who does what/deciding what people need to do. Lack of skills/expertise needed to manage or run the organisation.
7. Marketing their service/product –finding clients, volunteers, creating awareness of the organisation.
8. Dealing with competitors – dealing with competing voluntary organizations.

3@2m(0/2)

Section C	General Questions	100 marks
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Q.1 *Enterprise is essential for growth in the economy.*

(a) Explain what you understand by the term 'enterprise'.	4 marks
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Enterprise is when you take the risk to set up a business or showing initiative/being creative/proactive/ taking on new challenges/showing innovation/profit/creates employment.

2@2m(0/2)

(b) Describe two examples of enterprise in action in each of the following. (i) Household (ii) Local Community	4 marks
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Household

1. Budgeting – Planning income and expenditure.
2. Recycling – Using green and brown bins/using secondhand shops/environmentally friendly.
3. DIY – This means you do not have to pay a tradesman to do the work.
4. Growing your own vegetables, this can be healthier/organic/cheaper than buying from shops.
5. Planning – Dividing up the chores/rota/work is shared.
6. Setting up a home based business e.g. home baking/B&B/creche.

RP

2@1m

Local Community

1. Fundraising for locality – this helps a local charity or club so members can get better services.
2. Local Community Organisation/Tidy Towns committee – improves the area and creates a sense of pride.
3. Neighbourhood Watch/Community Alert – local residence feel safer/older people not afraid.
4. Clubs/voluntary groups to benefit young people/aged etc. Cuts down on vandalism/loneliness.
5. Visiting old people residential/care homes, offering services/entertainment.

RP

2@1m

(c) Identify two agencies which provide support for business start-ups. Outline the type of support offered by each of these agencies.	8 marks
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Name of agency	2@1m
Type of support	2@3m(1+1+1)

1. Local Enterprise Office/LEO/CEB
Mentoring services
Gives advice
Start your own business course/training
Grants for feasibility studies
Capital grants for equipment
2. Enterprise Ireland
Offers grants
Gives advice on export markets
Networking
Mentoring services

3. Local Area Partnerships companies/APC's
 - Grants
 - Advice for new business in certain urban/rural/certain types of business
 - Provide premises
 - Workshops/training

4. ETB's/SOLAS/FAS
 - Provide training in certain areas
 - Work with local colleges providing courses
 - Employers can advertise jobs in their offices

5. Leader Plus
6. Teagasc
7. Udaras Na Gaeltacha
8. Failte Ireland
9. IDA Ireland
10. Intertrade Ireland
11. Bord Bia
12. Glas

(d) **Planning, good managerial skills and product development** are among the essential factors to ensuring continued success for any enterprise. Outline the importance of each. **9 marks**

Planning:

1. Financial planning-keeps an eye on cash flow problems/budgeting properly.
2. Planning identifies the goals/aims and objectives of the business so people within the business know what they are working towards.
3. Planning allows weaknesses to be identified and addressed/SWOT.
4. Planning brings order and clarity to the business/allows for time frames and deadlines and can keep all employees on track.
5. The needs and resources required can be anticipated e.g. finances, staff, premises, materials, etc.
6. The roles and duties of each employee are defined; everyone knows what they are working towards.
7. Planning provides a basis for monitoring results/measuring success/ check the progress of the company against the plan to see if any changes need to be made.
8. Provides the necessary information to investors when finance is required.

3@1m

Good managerial skills:

1. Financial management: Oversee short term day to day budgets and long term issues such as capital investment, bank borrowing.
2. Business runs effectively, cover all aspects of business and in good time.
3. Managing employees: Have suitably trained employees. Recruit right employees with relevant experience/qualifications/H.R.
4. Better industrial relations/ less disputes/less absenteeism/staff turnover encourages loyalty to business which can lead to improved industrial relations within the business.
5. Capable of communicating well with all the different stakeholders- investors, employees etc.
6. Plan for economic factors such as a recession in the economy or increases in taxation.
7. Leading: capable of leading the organisation to achieve its goals/delegating tasks etc.
8. Motivating staff so they give their best for the firm.

3@1m

Product development:

1. Having the right product so you do not waste money producing the incorrect product that will not sell.
2. Market research so that business stays ahead of competitors by always having upgraded product to meet consumer needs. This helps the business survive in the long term by having new products to sell to their customers.
3. This builds the reputation of the business as always being up to date is a form of constant advertising, this builds customer loyalty.
4. Good product development increases the sales and therefore the profit potential of the business.

3@1m

Q.2 As part of your LCVP you are required to undertake work experience/work shadowing which will help you make informed career choices.

(a) Name **one** career you might be interested in and identify two skills/qualities required to pursue it.

3 marks

Name of career

1 marks

Skills/qualities appropriate to the career

2@1 mark each

(b) (i) State **two** methods of finding work experience/work shadowing.

(ii) Outline **two** advantages for one of the methods you have listed.

5 marks

(i) Methods of finding a work experience/work shadowing.

1. Personal contacts/family/teachers/word of mouth
2. Sending out CV's to potential employers/letters
3. Personal visit
4. Phone call
5. From part time work
6. Use the internet
7. Send an email
8. Newspapers/notice boards

2@1m

(ii) Any **two** advantages related to one of the methods mentioned above

1. Quick to get a reply
2. Easy to make a good impression in person
3. Easy to get a good recommendation
4. Easy to get information on the job
5. Might get experience in an area that its hard to get work experience in e.g. Accountants

RP Any 2 relevant points given

2m, 1m

(c) Explain **three** reasons why it is helpful for an employee to have a clearly defined role in the workplace.

9 marks

1. So that work can be divided up/employees skills can be matched to a specific job.
2. Each worker knows who their supervisor/manager is/less supervision.
3. Each employee knows their job and each person knows what are responsible for.
4. Work will be carried out to a higher standard if employees concentrate on certain jobs or what they are good at/Productivity.
5. Less disputes/confusion/less boredom.
6. Safety aspect/employees are trained for a particular job.
7. Motivation/Morale/better atmosphere in workplace/less stress.

3@3m(1+1+1)

(d) Describe how the work experience/shadowing has influenced you in your choice of career. Refer to **two** possible career paths evaluating each. **8 marks**

1. Helped to make a decision regarding their career choice/does or does not want to pursue it after they leave school.
2. Experienced the type of work involved in the career/enjoyed it or did not enjoy what was involved in this particular job.
3. Realised what skills are required for this career/have or do not have these skills.
4. Motivated the student to work harder in school to get the necessary points/entry requirements to study a course in college.
5. Found out about the job prospects/good/poor/salary.

2@ 2m (1+1)

Two Career Paths-2 routes to same profession

2@2m (1+1)

Q.3 Your local area has decided to enter the Tidy Towns competition.

(a) List **two** sources of employment in the local area. **2 marks**

Any two workplaces named @ 1 mark each

(b) Present the SWOT analysis the organising committee would draw-up for your local area. **8 marks**

SWOT analysis: **A relevant statement for each point**

Strengths: Location
Historical points of interest
Amenities
Infrastructure
Community Spirit/people/availability of volunteers with skills

Weaknesses: Parking and traffic management/infrastructure
Lack of accommodation for tourists
Lack of volunteers

Opportunities: Develop tourism industry
Exploit the areas natural resources
New business opportunities
Provide more employment to local people

Threats: Competition from other similar towns/villages
Securing financial support
Other communities applying for the same grants
Seasonal activities and weather dependent
Lack of community interest

4@2m(1/1)

2 points under each heading
1 specific point to tidy towns
No marks for headings
No repetition of points

(c) Outline the steps that should be taken by the local community in preparation for entry to the competition. **6 marks**

1. Arrange notice/ advertise meeting to interested local people.
2. Establish a committee of interested local people/range of skills/interests.
3. Complete the entry form to enter the competition.
4. SWOT of area/survey/draw up a plan for projects to be completed.
5. Get volunteers/advertise locally/newsletter/mass/local radio/local Facebook & Twitter/local school.
6. Assign projects/roles/duties to volunteers.
7. Get sponsorship from local businesses/apply for grants from National Lottery.
8. Secure an area to store equipment/tools.
9. Source equipment/tools/materials etc.
10. Visit an area/talk to committes who have previously won/done well in the competition.

6@1m

(d) Discuss **three** ways the local community will benefit from participation in the Tidy Towns competition. **9 marks**

1. Improvement of local facitities/amenities e.g. walkways, parks/health benefits.
2. Community spirit is improved/locals working together to achieve a common goal.
3. Town/village looks appealing, people may want to move there/increases population.
4. Attracts tourism/spin off businesses/B&B/cafe/restaurant/transport business. Money spent which raises the standard of living in the area/local businesses do well as a result.
5. May create employment – development of natural resources may lead to employment e.g. lake/river.

3@3m(1+1+1)

Q.4 A positive workplace atmosphere is of benefit to all.

(a) (i) Name **two** Trade Unions?
(ii) What is a shop steward?

5 marks

(i) Name any **two** trade unions eg: TUI/ASTI/INMO/UNITE/SIPTU/INTO/MANDATE/FORÁS 2@1m

(ii) A shop steward is the worker who represents the union in the workplace. 3m

(b) Outline **four** reasons why an individual might join a trade union?

8 marks

1. Trade unions negotiate agreements with employers on pay/conditions.
2. The trade union will represent members during major changes to the work place such as large scale redundancies/work practices/court.
3. They can provide their members with information, advice and support on entitlements e.g. holidays
4. They can provide education facilities and training e.g. courses for shop stewards.
5. They mediate with employers to resolve disputes/bullying incidents.
6. Trade unions lead to greater solidarity among workers/strength in numbers/immunity.
7. Consumer benefits such as discounted insurance/VHI.
8. Can be compulsory to join a trade union.

4@2m(1+1)

(c) Explain the benefits to a business of a good industrial relations climate. How might poor industrial relations affect the business?

6 marks

Benefits:

1. Good quality work is done.
2. Employees are flexible/willing to help out when needed.
3. Low staff turnover, so less training of new staff needed
4. Greater productivity/Profits should be up as sales will increase, avoids closure/loss of revenue due to strikes.
5. Public image won't be affected. Public will continue to support the company in the future/affects share price/ sales/Good customer service
6. Good place to work - Lower absenteeism/better morale/better communication/motivation

3@1m

Affect of poor Industrial relations.

7. Loss of customers who may never return.
8. High staff turnover – employees are unhappy. Leave the company to work elsewhere/must hire and train new staff/losing experienced staff. Not able to recruit workers.
9. Quality of work – employee morale will be low/employees lack enthusiasm/high absenteeism/
10. Loss of sales/reduction in profits.
11. Damages public image/relations.
12. Decreased innovation – people don't feel motivated to help the business.
13. Causes disputes.

3@1m

(d) Describe **three** obligations an employee has regarding health and safety at work. **6 marks**

1. Adhere to safety procedures/ensure risks are avoided. Follow all safety instructions/guidelines/procedures.
2. To undergo the proper training and abide by this to ensure safe working conditions. Keep training up to date e.g. Safe Pass. Practice all skills/knowledge learned in the workplace.
3. Wear the PPE (Personal Protective Equipment) provided when necessary e.g. goggles, steel-toe capped boots, helmets, hard hats, ear plugs, gloves, aprons, hair nets etc.
4. Do not engage in bullying of other workers. Adhere to procedures in place to deal with harassment, these issues should be dealt with immediately. Treat all others with respect.
5. Report all accidents/and safety hazards defects to the Health and Safety Officer.
6. Be familiar with the companies safety statement (a document that outlines how a business manages health, safety and risks) and adhere to them.
7. Do not engage in improper conduct that affects health/safety.
8. Use machinery and equipment correctly.

3@2m(1+1)

Q5 You are part of your LCVP Class committee to plan upcoming activities.

(a) What is the role of the chairperson of a committee?

4 marks

1. Draws up the notice and agenda with the secretary before the meeting.
2. The chairperson calls the meeting to order and opens the meeting.
3. To adhere to agenda at every meeting, allowing discussion only of matters on the agenda.
4. Runs the meeting/ manages time and contributions without any personal bias. Ensure all members have say and a role.
5. Organises vote taking. In the event of a tie they have the casting vote.
6. To provide leadership/is in charge.
7. Ensure planning/co-ordination is completed.
8. Set out goals and a time plan.
9. Make sure work is done between meetings/Allocate certain jobs and roles to people.

2@2m(0/2)

(b) What skills should a good chairperson have? Explain each of your answers.

6 marks

1. Planning Skills, know what has to be done and how to get it done.
2. Communication Skills, can you get your point across in the correct way.
3. Interpersonal skills/People skills, get others to work with you, be tactful and inclusive.
4. Organisation skills/co-ordinating resources to achieve a goal./Good I.T. skills
5. Team work/building skills, this will ensure that everyone will have a role thus leading to a better outcome.
6. Time management, will ensure all tasks will get completed on time.
7. Motivating skills, capable of getting the best out of people.
8. Leadership/delegation skills/decision making/ problem solving, this shares the work load and gets other involved which will lead to overall success.

3@2m(1+1)

(c) Consider a committee in which you have taken part. What might cause it to be less successful?

6 marks

1. Not doing the actual work/ time wasting, spending too much time talking and not making decisions/ members not keeping to plans.
2. Wrong people appointed as chairperson, secretary etc, then the planning will not get done efficiently.
3. Absenteeism/not turning up/ lack of committment.
4. Personality clashes/individuals not being able to work well together/Poor communication
5. Individual rather than a group focus by individuals not good for overall work.
6. Unrealistic goals being set means that members may feel they have failed/Failure to plan/No Agenda.
7. Not enough research being done can lead to failure and disillusioned members.
8. Financial matters not planned for properly/Lack of resources.
9. Loosing interest caused by lack of action, taking too long to make decisions.

3@ 2m (1+1)

(d) What recommendations would you give to students planning their first LCVP class activity.

9 Marks

1. Set realistic goals/have clear aims/so everyone is clear on what needs to be done.
2. Pick suitable research methods/carry out research/ get advice before making plans. No point planning for something which will not work.
3. Set out a time plan in advance, make a list of all that has to be considered and completed. This means you can ask for help in good time.
4. Action steps/delegate roles/make sure the correct people are in charge of the correct jobs, this leads to efficient completion of tasks.
5. Plan finances/resources required for the activity.
6. Be aware that it is a team event and involves everyone, this means that everyone will pull together, help those who need it to complete their task.
7. Have regular meetings and stick to the time plan, this will relieve stress.

3@3m(1+1+1)

Q.6 Your LCVP class has been involved in carrying out an enterprise activity.

(a) List **three** methods of generating an idea for a class project.

3 marks

1. Brainstorming/suggestion box/mind map/class discussion/placemats.
2. Asking other students/ask teacher /family/friends.
3. Researching projects online.
4. Reviewing needs in school/locality/ Study hobbies/interests/look at what is on sale in the shops.
5. Adapt competitors ideas/Ideas from abroad.
6. Finding solutions to problems.
7. Do market research/survey/questionnaire
8. Copy idea from a previous business.

3@1m

(b) Explain what is meant by the term “marketing mix”.

6 marks

A combination of / Product, Price, Place and Promotion / to achieve goals, sell a product/service

1m / 4@1m / 1m

(c) Draft the marketing section you would have included in your report on this activity.

8 marks

1. Market research/target market
2. Product/Packaging/USP/design
3. Price
4. Place
5. Promotion

2 points under each heading

No marks for headings

4@2(1+1)

(d) Outline **four** ways your participation in this activity will benefit you in future employment.

8 marks

1. Personal skills/qualities learned or developed.
2. Teamwork skills learned.
3. Planning skills developed.
4. Problem solving/flexibility/adaptability
5. Knowledge of different aspects of running an activity, finance, advertising etc.
6. Awareness of broader issues
7. Gain networking contacts which may be useful in the future.

4@2(1+1)m

