

Links Modules

Written Examination 1999

Outline solutions & marking scheme

Section A	Video	30 marks
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- Q1 To both job candidate & employer 2 @ 1 mark each
- Q2 Time is not wasted as only a couple of candidates are sent for interview.
2 marks
- Q3 No particular skills or qualifications. The ability to evaluate an individual, to recognise their skills and personalities. 3 @ 1 mark each
- Q4 To be on time.
Pay attention to appearance, cleanliness.
Be prepared - do research. 3 @ 1 mark each
- Q5 Marketing graduate.
Worked with Communications Companies.
Studied principles of Telesales in college.
Worked in Sales.
Willing to do shift-work. 2 @ 2 marks each
Confident in his demeanour.
- Q6 Yes he knows the products.
He's aware of the market challenges.
He's aware that it's a new company with no proven service record. 2 @ 2 marks each
- Q7 By advertising in the newspapers and on the Internet.
Providing good customer/client care e.g.. interview all potential employees first.
Reply promptly - keeps good records on database.
Builds relationships with the companies i.e. getting to know the companies needs. 3 @ 2 marks each
- Q8 Even though they are small they are flexible to market changes.
They are forward thinking i.e. the market may not always be as good as it is now.
They are very aware of the job candidates and selecting those with what the employers want e.g. typing skills.
They appear to be well organised.
They offer both recruitment & training.
They continually advertise and market themselves.
They offer services to a wide range of clients.
They earn commission/revenue. 3 @ 2 marks each (1 m + 1m)

Section B**Case Study****30 marks**

Q1 3 reasons needed.

- 1 Uncertainty about the firms future. She may be afraid of being made redundant.
- 2 She feels that she will not get any more promotion. She would prefer to move jobs.
- 3 She wants to set up her own business.
- 4 She might want to get experience in a different type of business.
- 5 She may have been offered a marketing managers/ more senior position in another firm.

3 pts @ 2m each 6m
(1m + 1m)

- Q2
- 1 They can move to the Business Park. This will stop the traffic congestion and reduce the danger for the school children.
 - 2 They can offer to sponsor events in the town or for the local residents.
 - 3 They can work on projects with the local schools. This shows a willingness to build good relations.
 - 4 They can help in the development of local amenities.
 - 5 Local residents and their families may be employees so KLM Ltd should meet the workers and comment on the rumours.

3 pts @ 4m each 12m
1m for stating + 3m for expansion.

- Q3
- 1 By involving all sectors of the community in the decision-making processes.
 - 2 By putting people before profit as a guiding principle for its activities.
 - 3 By taking account of existing industries in the community and not submitting them to unfair competition.
 - 4 By having due regard to environmental factors when attracting in new industries.
 - 5 By taking into account the impact on all the community that new development will bring.

3 pts @ 4m each 12m
1m for stating + 3m for expansion.

Section C	General Questions	100 marks
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Candidates answer 4 questions out of 6 @ 25 marks each.

Q1 (a) Naming any project/activity that clearly shows teamwork. **2m**

(b) Planning in advance.

Division of work.

Attendance doing what one was assigned.

Disputes over who does what.

Finances.

Not fully understanding what you had to do.

stating the point/issue 1m

expansion 1 or 2m

Any relevant points acceptable.

3 pts @ 3m each 9m

(c) Sources of support/help.

- Teachers

- Individuals outside the school, i.e. someone from a company/organisation/speaker into the school.

- Library etc. for research, Internet

- Parents

3 @ 1m each

Explain one

@ 2m

5m

(d) Giving employees a say means that they are happier.

People working together means more work gets done.

Disputes and confrontation are avoided.

Workers with common interests can work together.

Interpersonal aspect of the work.

Allows for flexible workers/sharing tasks etc.

Workers take ownership, they have responsibilities to others.

3 pts @ 3m each 9m

1m for stating reason and 1 m or 2m for expansion. Any relevant points are acceptable.

Q2 (a) Forms of work

1 Employment.

2 Self employment.

3 Voluntary/social work.

4 Charity work.

5 House-work.

6 Homework.

3 @ 1m each

3m

(b) Changes in employment.

(i)

- 1 Numbers unemployed falling/new businesses are setting up.
- 2 More people working from home.
- 3 I.T. means types of jobs changing.
- 4 More people working in services.
- 5 More people becoming self-employed.
- 6 More working in trades.
- 7 Part time work/job sharing/flexitime.
- 8 Switching jobs more often.

3 pts @ 1m each

(ii) *Explain 2 Reason why with example.*

1m + 1m

2 @ 2m

7m

(c)

(i) Description @ 3m

(ii) Running an enterprise.

Importance of planning.

Budgeting & finance very important, wage costs.

There are rules/laws which you must work under eg. Health & Safety at Work Act.

Keeping the customer happy important.

getting good/qualified workers.

Wage rates.

Grants - help from State Agencies.

3pts @ 2m each

9m

Any three relevant points.

1m for stating + 1m for developing the point.

(d) Steps Plan out the work to be done to organise the visit.

Obtain permission for the visit.

Fix a date.

Arrange transport.

Decide on questions to ask.

Find out who you will meet on the visit.

Be punctual on the day.

Confirm arrangements.

Write thank you letter afterwards.

Write up a report on the visit.

6 pts @ 1m each

6m

Q3 (a) Any employer mentioned @ 1m

1m

(b) 3 valid reasons

examples - they treat their staff well

- pay good wages

- they are long established, so no risk of closing down

- they offer training/pay for further training.

- good promotional prospects

- family already work there
- convenient to where you live
- good experience as a starting point.

(1m or 2m) **3 @ 2m each** **6m**

(c) Supervisor/manager/owner etc. **1 @ 3m**

Why you have clearly defines roles? Some reasons as follows.

1. So that work can be divided up, each employee knows their job.
2. Each worker knows who their boss is.
3. Avoids disputes over who should do particular jobs.
4. Work will be carried out to a higher standard if employees concentrate on certain jobs or what they are good at.
5. Each person knows what they are responsible for.
6. Safety aspect - trained for a particular job.

(1m, 2m or 3m) **2 @ 3m** **9m**

(d) How work experience has influenced you?

- 1 It has helped me decide what work I want/do not want to do when I leave school.
- 2 It has taught me the differences between school & employment. I will be better prepared when I start working now.
- 3 It has motivated me to work hard at school/do further training if I am to get the type of job I want. I need a particular qualification/course/language skill etc.
- 4 I have made contacts which I can use in the future.
- 5 To get a good Leaving Certificate.

(1m, 2m or 3m) **3pts @ 3m each** **9m**

3 distinct points. Each clearly stated. 1m for a basic remark.

Q4 (a) Local Enterprise Board/Area Partnership/Fas/IDA/Leader/Forbairt.

1 @ 2m **2m**

- (b) Hardworking Determination
 Being Organised Risk taker
 Honesty Dependable
 Creativity Good with people
 Shows initiative good at self evaluation
 Willing to learn/change.

any 3 @ 1m each **3m**

(c) Name @ 1m (Must have a business involvement in Ireland)

Position @ 1m **2m**

- Enterprising characteristics
- | | |
|----------------------|-----------------------------|
| Good time management | Self confident |
| Innovative | Determined |
| Forward looking | Commitment |
| Good listener | Realistic about plans/goals |
| Leadership skills | Not afraid to seek help. |

any 3 @ 2m each **6m**

1m for naming + 1m for explaining.

- (d) 4 problems associated with getting an enterprise up and running.
- 1 Finance - Start up, budgeting for expenses etc.
 - 2 Finding suitable premises/ good location.
 - 3 Market Research - meeting customers needs/ sales slow to get started.
 - 4 Cost of advertising & picking proper types etc.
 - 5 Legal formalities.
 - 6 Proper planning, being good at all the relevant areas eg business plan for banks/grants.
 - 7 Staff recruitment.
 - 8 Competition.
 - 9 gender issues. **4 @ 3m each**
- 12m**

1m for mentioning problem and 1m or 2m for expansion.

- Q5 (a) 3 skills.
- Communication skills.
 - Interpersonal skills.
 - Organisational skills.
 - Planning skills.
 - Time management skills.
 - Motivation skills.
 - Goal setting skills. **3pts @ 3m each**
- 9m**

Any three leadership skills acceptable.
1m for stating + 1m or 2m for explaining.

- (b) Possible headings.
- How to go about tackling the litter problem.
 - Poster campaign.
 - Environmental information about litter.
 - Re cycling.
 - Who would be responsible/rota.
 - (Explanations cannot be repeated)

1m for heading + 1m or 2m for expansion.
Any three headings.

3 pts @ 3m each **9m**

- (c) How a local enterprise can help.
1. They can give money towards prizes etc.
 2. They can offer to send a speaker to talk to the class/students about why litter is a problem.
 3. They can give professional help re advertising etc.
 4. The class learns from the person about how the business would plan for or tackle such problems. (1m + 2m)
- (1m + 1m) **2pts @ 2m** **7m**

- Q6 (a) Places Job center.
Local/national paper.
Radio.
Noticeboards.

Aertel.
 Internet. **2 @ 1m each** **2m**
 Reasons - one clearly stated reason for each of the two mentioned.
2 @ 2m each 4m 6m 8m

(b) 3 reasons why you are suitable
 1 3 + yrs experience as a supervisor stating where/when etc.
 2 Carried out different duties.
 3 Qualifications in catering.
 4 Any personal attributes i.e. able to work under pressure etc.
3 @ 3m each 9m

1m for stating and 1m or 2m for expansion any relevant point acceptable.
 Different reasons should be given.

(c) Letter
 Own address 1m
 Business address 1m
 Date 1m
 Opening salutation 1/2m
 Close, Yours.... 1/2m 4m
 Contents:
 Introduction 1/2m
 Reference to Advert 1m
 Mention of 1 piece of
 information about themselves 1m
 Enclose CV/applic. form 1m
 Close 1/2m 4m

Spelling, legibility, paragraphing, punctuation.
 0 or 1 error in above 2m **10m**
 2 errors 1m, 3+ errors 0m

Appendix B
Portfolio 1999
Marking scheme

NCVA LCVP Portfolio Examination 1999

MARKING SCHEME CORE	MAXIMUM MARK
1. Curriculum Vitae Typed/word processing Presentation/layout (-1 more than 2 pages, conventional order) Personal details (any 5 items including signature) Educational qualifications Work Experience Interests/hobbies Referee	0 / 5 5 10 0 / 3 / 5 0 / 5 0 / 5 0 / 5
Sub-total	40
2. Formal letter Presentation and layout (10) Address Formal address Date Opening Closing Communication of task (10) Content Grammar/punctuation/spelling (2 / 2 / 2) (-1 for each mistake)	2 2 2 2 2 1 – 4 6
Sub-total	20
3. Form Presentation (eg use of block capitals, followed instructions, no Tipex, colour of pen) Clear communication (eg telephone area code, complete address, year of DoB) Accuracy (correct information in the correct place) (Length appropriate to subject matter, consistency) Legibility	1 – 5 1 – 5 1 – 5 1 – 5
Sub-total	20
4. Summary Report Presentation layout (inclusions of maps, discs etc) Title Author's name Purpose (terms of reference) Body of report – content (short sentences, summaries, max 3 pages) Body of report – clarity (headings, logical structure) Conclusions/recommendations NB collaborative work must clearly identify student's individual contribution	1 – 5 0 / 5 0 / 5 0 / 5 1 – 10 1 – 5 1 – 5
Sub-total	40
Total	120

NCVA LCVP Portfolio Examination 1999

MARKING SCHEME OPTIONS	MAXIMUM MARK
<p>5. Record/log/diary Presentation/layout Content* Expression and evaluation**</p> <p style="margin-left: 20px;">Content (30*) <i>*Factual day to day account 5 days/entries recommended (0 – 15)</i> <i>Detailed personalised account (1 - 10)</i> <i>Candidate analyses own performance in different situations (1 – 5)</i> Expression and evaluation (20**) ** <i>Evaluates experience in the light of career aspirations (0 – 10)</i> <i>Clarifies how experience can help with future studies (1 – 5)</i> <i>Evaluates how what has been learnt can be applied to work in the home, in school and the local community (1 - 5)</i></p>	<p>10 30 * 20 **</p>
Sub-total	60
<p>6. Report Presentation/layout Title/table of contents (<i>title 1, table 4, both 5</i>) Author's name or signature Purpose/terms of reference/aims & objectives Body of report – content (<i>min 6 pages, ideal 8 - 10 pages</i>) Body of report – clarity (<i>logical sequence, clearly expressed</i>) Conclusions recommendations</p> <p style="margin-left: 20px;">* Body of report (20, 10) <i>Account of activity (0 – 10)</i> <i>Detail under headings (1 – 5)</i> <i>Key details summarised and illustrated (1 – 5)</i> ** Conclusions/recommendations (10) <i>Recommendations appropriate to the body of the report (1 / 5 / 10)</i></p>	<p>1 – 5 1 / 4 / 5 0 / 5 0 / 5 1 – 20* 1 – 10 1 / 5 / 10**</p>
Sub-total	60
<p>7. Plan Presentation / layout Aims/objectives Research methods Analysis of research methods Schedule of time Schedule of costs Evaluation methods/proposed methods (<i>not mentioned, mentioned, details</i>)</p> <p>NB future document, doesn't have to be business plan</p>	<p>1 -10 1 -10 1 -10 1 -10 0 / 5 0 / 5 0 / 5 / 10</p>
Sub-total	60
<p>8. Recorded interview Presentation (<i>neat</i>) Variety of tone, gesture Ability to communicate message clearly Ability to handle questions Information (<i>content</i>)</p> <p style="margin-left: 20px;"><i>Pass (= 30 – 38) - basic communication skills</i> <i>Merit (= 39 – 47)- ability to express informed opinions</i> <i>Distinction (= 48 – 60) – knowledge and ability to communicate ideas and own opinions clearly</i></p>	<p>5 5 20 20 10</p>
Sub-total	60
Total	120

