

**Leaving Certificate Vocational Programme
Links Modules Examination 2000
Outline Solutions - Written Paper**

Section A	Video	30 marks
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- Q1 18 employed full-time and in the summer up to 28/10 extra in the summer
- Q2 Based on local designs.
Use traditional designs - ogham
Aimed at the tourism industry
Handmade so pricey
Use different metals/silver/gold e.g. 9 carat, 18 carat etc.
- Q3 They had to promote the business/get involved in marketing and advertising
More time and effort needed
Wife changed career and moved into the business full-time/became marketing manager
- Q4 Point of sale material/name/logo on every, product sold
Advertising locally, papers & local radio
Regional advertising - newspapers
International - Cara magazine
Trade shows in New York/Germany
- Q5 To produce jewellery based on traditional designs
He used to spend more time making the products, now spending more time on management
- Q6 Developing the wholesale/retail business
Training the staff takes a long time
Staffing implication resulting from expanding business
- Q7 Different processes now available - change from hand-made due to the business growing
Stock control made easier as the business expanded with the use of computers
Easier, to run the 5 shops
Employees must be trained to use the new machines/computers.
- Q8 Personal satisfaction obvious
Aware of pressure and able to cope with it
They can develop their own ideas
Able to work together as a team
They can reap all the rewards of their hard work
They like being their own bosses
They make all the decisions
Basic point and expansion. e.g.
Able to work with ideas from other countries and willing to share their own ideas.

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

- Q1 Good facilities in the town/ area
Employment opportunities, e.g. Business Park. Arts centre etc.
There appears to be a good community spirit in the area.
- Q2 Reason: They grew up in the area and take pride in where they are from.

They have a strong sense of social responsibility to all members of society.

Benefits:

Projects are taken on and are successful. More facilities in the area, e.g. swimming pool, leisure centre, business park.

Strong sense of pride in the area. This will improve the appearance of the area, cut down on crime.

The area is developing this encourages business hence employment. This in turn attracts more people which helps the area to continue to grow.

Young people will not move away which is good for the future..
- Q3 Finance: Adequate finance to build a good quality centre and to pay for proper facilities. Plan for how the running of the centre will be financed, how much is needed and where it will come from.
- Staffing: Who will work there? The qualifications needed and the numbers needed. Plan for the number who need to be employed and the number of voluntary workers needed. How can these be encouraged?
- Management: Who will manage/run the centre? Who will be on the management committee?
- Services: The centre should continue to meet the needs of the area and be prepared to change/adapt to what is required. Should be enjoyable for those attending and they will continue to use it.
- Relationships: Build up good relationships with the hospital board, health board, and local organisations,

<p>Section C General Questions <u>100 marks</u> Candidates answer 4 questions from 6 @ 25 marks each</p>

- Q1 (a) Definition of enterprise:
e.g. Enterprise is the taking of an idea and creating/doing something worthwhile with it.
- (b) Any relevant state agency, bank, forbairt etc.
- (c) Importance of planning:

Set goals/targets
Helps identify weaknesses in the business
Helps anticipate future trend needs
Staff know what has to be done and by when
Essential if applying for loans or grants
Plans are good for measuring success
- (d) Possible Headings
- | | | | |
|---------|------------|-----------|----------|
| Finance | Production | Marketing | Staffing |
|---------|------------|-----------|----------|
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- Q2 (a) Gather information Make out a list of questions
Arrange a visit Divide out the work
Write a report.....
- (b) Questionnaires Interviews
The Internet Local papers/publications
Observation
- (c) (i) Statutory (Government) Organisation
(ii) 4 benefits
- (d) Planning Timekeeping
Organisation Report writing....
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- Q3 (a) Commercial organisation - trade for a profit
Voluntary Organisation - non-profit making
- (b) Name
Position
e.g. Treasurer, Chairperson - position must show responsibility

- (c) Confidence Innovative
Creative Good at setting goals
Decisive Leadership.....

- (d) Report on voluntary organisation.

Layout

3 sections

Possible headings:

People involved

What the Organisation does

Future projects/plans

Funding.....

- Q4
- (a) 2 criteria
 - What student learned
 - Did student enjoy it
 - Good/bad employers report received
 - Employment received from it.....
 - (b) Feedback allows you to know how you got on. This is needed for the future.
2 statements
 - (c) (i) Importance, 2 points
Good communication means the instructions are accurate/understood/appropriate.
This shows an ability to do a task properly/treat customers correctly etc...
Creates a good impression
 - (ii) 3 ways
Listen to instructions carefully, and carry out properly
speak with confidence to co-workers/customers/supervisors
improve writing skills
do not be afraid to ask questions
practice/improve oral communication skills
 - (d) 4 ways
Basic
safety clothes were provided
safety notices clearly displayed
proper equipment supplied
proper training given in the use of equipment
fire drill procedure present
exits clearly marked

- Q5 (a) *Agenda*
Layout
Neatness
Content
- (b) 2 types of exhibitors
Colleges/Employers/Recruitment Agency/Training Institute
- (c) 3 steps
Class meeting
Draw up a list of the work to be done
Consult with each other to find out what is the problem
Come to an agreement on who does what
Get help from a teacher....
- (d) Why evaluation is important:
Evaluation allows you to see what worked/did not work
and why/why not?
Ways of evaluating
- Q6 (a) Names, Product/Service
- (b) 3 reasons, e.g.
Working conditions
Wages
Future prospects
Convenience
- (c) (i) Positions
(ii) Clear career path needed
- (d) (i) Trouble recruiting - 1 reason
Work not attractive
Not qualified for the job
Wages rates
Skills shortage
General economic conditions
- (ii) Solutions:
Provide training
Recruit from abroad
Offer flexi-time/ part-time work
Link up with local school or college
Give grants for college fees
Provide accommodation