

Answer all questions.

Part 1

- Q1.** How many people are employed by Brian de Staic jewellers? **2 marks**
- Q2.** Name **three** special features about the products produced by Brian de Staic jewellers? **3 marks**
- Q3.** What impact did the development of the business have? **2 marks**

Part 2

- Q4.** State **three** ways the products are advertised. **3 marks**
- Q5.** What was Brian's aim when he first set up the business? How has his role in the business changed? **4 marks**
- Q6.** State **two** difficulties the company faced when it expanded. **4 marks**

Part 3

- Q7.** Give **two** examples of the use of technology in the business. What are the implications of this for the business? **6 marks**
- Q8.** Outline why you think the de Staics like running their own business. **6 marks**

A Good Idea

Rathlee is a rural town situated 60 miles from the nearest city. The facilities and services in the town serve those living there as well as the wider rural area. Rathlee has two second level schools and a district hospital. A modern shopping centre opened two years ago in the centre of the town. There is also a new cinema complex, a leisure centre and a swimming pool.

Many people, most of whom live locally, are employed in the shopping centre. Rathlee benefits from the tourists that the town attracts. There are a number of important historical monuments nearby and business also comes from guests staying at a recently renovated local hotel. The hotel is an old period building which has been restored and extended to include a conference centre.

There is a well established Arts and Craft Centre in the town. Many craftspeople work in the workshops that are part of the centre. The centre has a thriving retail outlet for the goods produced. A small but successful business park is located on the outskirts of the town. This has attracted industry to the area and has encouraged local people to develop their own businesses or set up new ones.

Local people have watched the town prosper and grow over the last few years. Recently, some people have become concerned that while the town has developed there are no facilities or services for the many elderly people living in the town and surrounding countryside.

Ann Smyth and James Lynch live and work in Rathlee. They both know many elderly people living on their own, some in remote parts of the countryside. With a number of other concerned people from the area they have formed a group. The aim of this group is to raise money to build a Day Care Centre for the elderly.

It is hoped that a Day Care Centre would provide activities, services and meals for the elderly. Transport to and from the centre would also have to be provided. Ann and James have formed a committee of six to get this project up and running. They have been joined on the committee by hard working individuals who in the past have been involved in many local projects such as tidy towns and fund-raising for the schools.

The committee began work by preparing a submission on why the Day Care Centre is needed, what is required to get the project up and running and on the operation of the centre once completed. They approached the local Health Board, which agreed to provide a site for the centre in the grounds of the hospital. They also applied for and were awarded a grant from the National Lottery for some funds towards the cost of building the centre. The remaining funds must be raised locally.

The committee has now to decide on appropriate fund-raising activities. The residents in the town and surrounding areas, the business community and local organisations are all supportive of this project. They see it as worthwhile and beneficial to everyone. There are many offers of help.

Section B	Case Study	30 marks
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Answer all questions.

Q1. Outline **three** reasons why you might consider moving to Rathlee to live.
6 marks

Q2. (i) Why, in your opinion, do Ann and James have a strong sense of commitment to their area?

(ii) Outline how the wider community can benefit from this.
12 marks

Q3. A number of factors must be taken into consideration if the project is to be successful in the short-term and the long-term.
Describe in detail **three** of these factors.
12 marks

There are six questions. Answer any **four** questions. All questions carry equal marks.

- Q1.(a)** What is enterprise? Give **two** examples of enterprise in action. **4 marks**
- (b) Name **one** organisation that provides advice to developing enterprises. **3 marks**
- (c) Why is it important for a business to plan? **9 marks**
- (d) Set out under **three** appropriate headings a plan for a business/mini company that has a new product for sale. **9 marks**
- Q2.(a)** You have been asked to investigate a local enterprise or project. Set out **four** steps you would take to complete this task. **4 marks**
- (b) Identify **four** ways of collecting information for your investigation. **4 marks**
- (c) (i) Name a statutory (government) organisation that provides a service in your area.
(ii) Identify and explain **four** benefits this organisation brings to your area. **9 marks**
- (d) You have been asked to evaluate your investigation when completed. Name **four** headings you would use for this evaluation. Explain the importance of each. **8 marks**
- Q3.(a)** How does a commercial organisation differ from a voluntary organisation? **2 marks**
- (b) Name one person that holds a senior position in a voluntary organisation in your community.
State what position he/she holds in the organisation. **2 marks**
- (c) Name and explain **three** qualities this person has which help him/her in this position. **9 marks**
- (d) Write a brief report on the voluntary organisation. Set out the main body of the report under **three** suitable headings. **12 marks**

- Q4.** You have returned to school after your work experience/work shadowing. Your teacher has asked you to review how you got on and he/she has spent some time on feedback.
- (a) Give **two** criteria you would use to assess how successful your work experience was. **4 marks**
 - (b) Why is feedback important? **4 marks**
 - (c) ‘Communicating with other workers’ is one criterion your employer will evaluate you on.
 - (i) Why is this criterion considered important? **6 marks**
 - (ii) If you received an unsatisfactory report in this area, what steps could you take to improve your communication skills? **3 marks**
 - (d) Identify and explain **four** ways you observed Health and Safety Regulations being implemented in the workplace where you did your work experience/work shadowing. **8 marks**
- Q5.** Your class has been asked to organise a career exhibition in your school.
- (a) Draw up an agenda for a class meeting to organise the exhibition. Your agenda should contain at least **six** items. **9 marks**
 - (b) Name **two categories** of exhibitors who should be invited to attend. **4 marks**
 - (c) A disagreement has arisen within the class about who does what on the day of the exhibition. Outline **three** steps that should be taken to resolve this dispute. **6 marks**
 - (d) Why is evaluation important? Outline **two** ways the organisation of the exhibition could be evaluated. **6 marks**
- Q6.** Consider the area where you live.
- (a) Name **three** different employers and state the type of product/service they provide. **3 marks**
 - (b) Outline **three** reasons why you would/would not like to work for one of the employers named. **9 marks**
 - (c) Consider one of the workplaces mentioned in part (a).
 - (i) State the positions held by two people in authority in that workplace.
 - (ii) Outline the career path of one of the persons mentioned above. **5 marks**
 - (d) (i) Why are some employers having difficulties recruiting employees?
(ii) Describe **three** possible solutions. **8 marks**