

LCVP 2005

Link Modules Examination

Solution & Marking Scheme

Written Examination

Examination: Total Marks 160

Distinction 128 marks

Merit 104 marks

Pass 80 marks

Section A**Audio Visual****30 marks****Part 1**

Q1 Name two enterprises Pádraig Ó Céidigh was involved in. **2 marks**

- 1 *Periwinkle picking.*
 - 2 *A law practice.*
 - 3 *Printing company.*
 - 4 *Foinse, an Irish language magazine.*
- 2 @ 1m

Q2 Give two difficulties he faced when setting up Aer Arann. **2 marks**

- 1 *Difficulty in getting finance.*
 - 2 *Earning the support of the airline industry.*
 - 3 *Convincing others of the vision he had for the company.*
- 2 @ 1m

Q3 How has the enterprise grown in the past 10 years? Give two ways. **2 marks**

- 1 *Expanded from local based to around Ireland, UK and France.*
 - 2 *In 1994 annual turnover was £250,000: now over €90m.*
 - 3 *From 2,500 passengers to over 1 million passengers.*
 - 4 *Gone from owning two 9 seater planes to owning 10 large planes.*
- 2 @ 1m

Part 2

Q4 Give two reasons why Michéal's job is important for the company. **4 marks**

- 1 *He has overall responsibility for the promotion of the company to include advertising.*
 - 2 *He handles the public relations area, the dealing with journalists/media on a day to day basis.*
- 2 @ 2m (1m+1m)

Q5 Michéal was required to move to Dublin on taking up his position. Why was this necessary and what changes to his lifestyle were involved? **4 marks**

- 1 *The company is based at Dublin airport.*
- 2 *Central location for meeting clients.*
- 3 *He had to pay more for a house.*
- 4 *He has to spend more time commuting as traffic is an issue.*
- 5 *His social life and previous lifestyle are disrupted.*

(1 point on why necessary & 1 point on lifestyle changes)

2 @2m (0 or 2m)

Q6	Describe two challenges Michéal identifies that face Aer Arann now.	4 marks
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1 UK/Ireland market: big aviation challenge due to competition.

2 The development of the French market - language barrier.

2 @2m (0 or 2m)

Part 3

Q7	How would you describe and measure the impact of Aer Arann on development in the western seaboard of Ireland over the past 10 years?	6 marks
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1 Provides a local service in the West, particularly to the Aran Islands.

2 Tourism in the area is helped, 250,000 visiting Galway region/30,000 tourists to Aran Islands.

3 Benefit for local businesses/brings in new business. Company set up in Donegal Gaeltacht.

3 @2m (1m+1m)

Q8	Set out below a SWOT analysis for Aer Arann with an explanation for each point made.	6 marks
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Strengths *Padraig's own entrepreneurial style.*
Innovative ideas.
Loyalty from customers in the West.
Hardworking staff: Michael works 80 hours per week.
Good market due to growth in tourism.

Weaknesses *Costs involved in the business.*
Dependence on tourism which may be a fragile market.
Dependence on one person.

Opportunities *The development of the French markets.*
New emerging markets, eastern EU countries.
Internal changes i.e. wealth of people who can afford a flight instead of train/bus.
New opportunities such as those with holiday homes wishing to travel.
Commuters to Dublin to work.

Threats *Down turn in the economy.*
World prices such as oil.
Competition from other airlines.
To always provide a safe service.

At least 1 point from each section.

No repetition of points.

6 @1m each

Q1 What facilities do teenagers require in, or near, their own town?

6 marks

Sporting.

Music/Drama.

Recreational/Youth Club/Coffee Shop/Pizza Place/Shopping Centre/Park.

Educational/Library/Internet.

3 @2m

Q2 Choc O’Late Ltd is considering downsizing its operation. What alternatives should be considered before this decision is taken?

12 marks

Market Research:

Look for new or related products.

Alternative products/diversify – healthy options.

Get to know what present customers want.

Review Finances:

How cost savings can be made without affecting turnover/Cheaper suppliers/Reducing wages bill.

Cut prices.

Cheaper finance/review finance arrangements/capital arrangements.

Modernisation/New technology:

Cut down on waste.

Better processes.

Cheaper to operate so costs down.

Management changes.

Total Quality Management (TQM) approach.

Marketing /Advertising:

New packaging/advertising.

Make contact with Enterprise Ireland, advice and grants.

Internet opportunities be explored.

Attend Trade Fairs.

3 Points @4m each (2m+1m+1m)

Q3 The community development committee decides to draw up a document outlining the attractions of the town for potential enterprises.

12 marks

(a) Put in order of priority, your list of advantages of Ballytra and briefly explain each.

- 1 *Good infrastructure/location – near large city and 4 large towns. **
 - 2 *The negotiating of the Business Park Units, good to attract new businesses.*
 - 3 *Good community spirit – the Development Committee/Community Training Centre in the town.*
 - 3 *Potential for being a good tourist attraction – river/fishing/golf course.*
 - 4 *Good education & training facilities.*
 - 5 *Industrial site already in area.*
- * Compulsory point. 3 @1m*

(b) What are the disadvantages of a Business Park in the area?

- 1 *More traffic, insufficient infrastructure.*
- 2 *Environmental issues – Pollution/Litter/Waste Disposal.*
- 3 *Visual Effect – More buildings/power lines/pylons*
- 4 *May take away from town centre/community feeling.*
- 5 *Effect on existing businesses.*

3 @2m Must be explained/ example used for the 2m (0, 1m ,2m)

(c) Draw up a list, in order of importance, of the qualities required by the committee in enterprises applying to locate in the proposed Business Park.

- 1 *Socially responsible businesses/pay proper wages.**
- 2 *Ethically responsible.*
- 3 *Environmentally responsible.**
- 4 *Long term prospects/sustainability.*
- 5 *Create employment.*
- 6 *Qualify for grants under Schemes/Incentives/Urban Renewal/Leader.*

** Compulsory points*

3 @1m

Section C**General Questions****100 marks****Q1** Career Investigation introduces students to skills of career research and planning.

(a) Name a career you have investigated

1 mark*Any career named**1m*(b) Identify and analyse three aptitudes or skills that are required to follow this specific career. **6 marks***Hardworking.**Caring.**Patient.**Teamworker etc....**3 @2m (1m + 1m)**Must be well explained for 2m**Must be relevant to the career mentioned.*(c) Having identified a suitable career, describe three steps you now need to take to reach your career goal. **8 marks***1 Complete Leaving Certificate points/entry requirements.**2 CAO application, finish college or training.**3 Interview – preparation, application.**4 Work Experience/work shadowing.**2 @3m**1 @2m**1m for basic point + 2m or 1m for expansion.*(d) Evaluate in three ways the career investigation process. **10 marks***1 Review what was learned/Did I find out what I want-**Research Methods – Internet**Different pathways to the career.**Interviewing someone about the career.**Using packages such as Careers World/Qualifax.**DATS Testing, did I learn my own strengths.**2 New Skills/personal Skills-**Report writing.**Organising thoughts/organised.**Improved IT skills.**Communication Skills.**Research Skills.*

3 *Success of the Out of Class Activities -
Open Days.
Quality/amount of the information received.
Interviewing Others
Work experience /shadowing*

4 *Help with future plans-
Know what career you want/do not want.
More focused about strengths & weaknesses.
Realistic targets.
Long term career and life goals.*

*1 @4m (2m+2m)
2 @3m (2m+1m)*

Q 2 Enterprise is essential for progress.
(a) What is your understanding of enterprise?

2 marks

Being innovative and proactive/risk taking/creative.

Definition: 2 marks

(b) Explain one example of enterprise in action in each of the following areas.
Household
School
Community

6 marks

Household: Cooking new recipes/DIY activities/renovations/introducing household budgets/negotiating cheaper telephone charges etc.

School: Fundraising/organising school trips/plays/concerts/sports days/music classes/supervised study/ clubs/school committees/YES/Green School.

*Community: Local initiatives, environmental groups/Tidy towns.
Setting up new voluntary groups such as Youth Clubs/Meals on Wheels.
Setting up new enterprises, encouraging businesses.*

3 @2m (0 or 2m) explanation must be given.

(c) Discuss three benefits entrepreneurs bring to society.

9 marks

- 1 They generate new business/new products which give employment.*
- 2 They raise the standard of living as more employment, better wages, employees have more to spend.*
- 3 Other service and supply business benefit such as hotels, financial services, shops.*
- 4 More tax revenue for the government which improves the economy in general.*
- 5 Status of local area improves, more people live there/move to area.*
- 6 Supports the local area, sponsorship of local events.*
- 7 Encourages further initiatives and the enterprising spirit.*

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

(d) Describe four ways an entrepreneur could evaluate his/her success.	8 marks
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- 1 Profits/level of sales – amounts compared from year to year/other business.
- 2 Reputation – Review own customers, is the reputation good/do they get repeat business.
- 3 Surveys – Use questionnaires to ask public/customers/ staff for their opinions.
- 4 Own Business Plan – Does the business meet its objectives.
- 5 Employees – Good Industrial Relations/Turnover of staff.
- 6 Awards won.
- 7 Expansion, premises, size, number of employees. 4 @2m. Description must be given

Q3 You have decided to raise funds for your school by holding a disco.	4 marks
(a) Draw up an Agenda for a class meeting for this activity.	

Agenda (A regular meeting)

OR

Agenda (An initial meeting)

- 1 Minutes of last meeting*
- 2 Matters arising
- 3 Correspondence
- 4 Finance*
- 5 Advertising/Venue/DJ etc.
- 6 Plan of work to be done
- 7 AOB

- 1 Agreement on Rules.
- 2 Election to positions.*
- 3 Finances *
- 4 Future plan of work
- 5 Advertising
- 6 AOB

* Compulsory items 2@ 1m each

Any 2 other relevant points @ 1m each

4 @1m

(b) What are the advantages of having a business plan?	4 marks
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- 1 You know your aims/objectives/can assess actual performance compared to what is expected.
- 2 Banks or other financial institutions/agencies will require it if you apply for a loan or look for grants.
- 3 Helps decision making, helps you see how aims/objectives can be met.
- 4 Planning helps anticipate problems and aids problem solving.
- 5 Allows you to plan for the future- costings/finances/capital purchases. 4 @1m

(c) Describe a business plan for a school disco under three distinct headings.	9 marks
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Objectives.

Research.

Analysis of research.

Finances (Costs/Income). *

Time.

Action Steps – booking DJ, location etc.

Staffing.

Evaluation methods.

* Compulsory.

Heading 1m+2m(1m+1m for expansion) 3points @3m

(d) How, in order of importance, would you evaluate this business plan?

8 marks

1. Were the aims/objectives achieved? Were your personal aims met?
2. Was the plan good enough to get permission from the Principal to run the disco?
3. Did the Disco succeed/run smoothly on night/problems/everyone did their tasks?
4. Were target profits met/was finance adequate and secure.
5. Carry out research to see if it was a success. 4 points @2m each (0 or 2m)

Q4 A good idea is often the basis for a successful enterprise.

(a) List four methods of 'idea generation'

4 marks

- 1 Brainstorming.
- 2 Suggestions from public/customers/employees.
- 3 Sales representativeness – who can see gaps in the market.
- 4 Reacting to complaints/past experience.
- 5 Ideas from abroad.
- 6 Research/development.
- 7 Offering incentives to employees to come up with new ideas.
- 8 From hobbies/interests. 4 @ 1m each

(b) Explain the importance of SWOT analysis in providing opportunities for an enterprise.

5 marks

Allows an examination of strengths/weaknesses/opportunities/threats of an idea/product/service in the market place. Maximise strengths/take advantage of opportunities and minimize weaknesses/threats. Reduces risk of failure.

<i>Identify/analyse/examine</i>	<i>1m</i>
<i>Maximise strengths</i>	<i>1m</i>
<i>Reduce weaknesses</i>	<i>1m</i>
<i>Take advantages of opportunities</i>	<i>1m</i>
<i>Overcome threats</i>	<i>1m</i>

(c) List the four P's of the marketing mix and explain one of them.

10 mark

*Product Getting the right product or service/ appealing good image/branding/unique selling point.
Quality up to standard/good design.
Packaging.
Meeting consumer demand.*

- Price* *Charge enough to make a profit.*
 Set a fair/right price.
 Be in line with competitors.
 Create a demand for the good, e.g. not selling too cheaply.
- Place* *Selling your product/service in the best ‘ places’ - wholesaler/retailer/internet/telesales/TV.*
 Look for new places to sell.
 Sell where there are most potential customers/target customers.
- Promotion* *Using the best form of advertising.*
 Aiming the advertising at the right type of customer/potential customer.
 Attract new customers as well as encouraging existing customers.
 Sales promotions, competitions.
- Name 4 @1m each + 1 @6m (3 @2m (0 or 2m))*

(d) Discuss two implications the Single European market has for enterprises in Ireland.	6 marks
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- 1 *More imports/exports – larger market as free movement of goods and services is encouraged .*
 - 2 *No duties so lower import/export costs.*
 - 3 *Greater competition as all enterprises can sell across the EU.*
 - 4 *Employees can be from any member country, qualifications recognized across the Community/languages.*
 - 5 *No restrictions on living & working in any member country.*
 - 6 *Laws the same in each EU country.*
 - 7 *Money can be moved easily so financial companies can sell products in all countries so costs should down.*
 - 8 *Eurocurrency makes it easier to do business.*
- 2 @ 3m each 2m for statement + 1m for expansion/example.*

Q5 All students have participated in work experience/shadowing and produced a Diary/Log.	3 marks
(a) Why is work experience/shadowing useful?	

It gives students the opportunity to have “hands on” experience of real working conditions in the place of work. Helps in career choice. Motivates the student to work harder in school. New skills are learned. Contacts for the future are developed.

3 @1m each

(b) List and explain four personal goals you had in relation to work experience/shadowing you have undertaken.	8 marks
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- 1 *Learn new skills, problem solving, develop social skills.*
- 2 *Gain knowledge of world of work or of a particular job.*
- 3 *Mix/meet/interview adults in the workplace.*
- 4 *Gives practical application to CV.*
- 5 *Help in career choice/ do you like this type of work.*
- 6 *Make contacts for summer work or part-time work.*

- | | |
|---|----------------|
| (c) (i) Identify two ways of finding work experience/shadowing.
(ii) Outline two advantages for one of the ways you have listed. | 6 marks |
|---|----------------|

- (i) 1 *Sending out CV/Application form/Letter of application.*
2 *Personal contacts – family, friends, teacher.*
3 *Calling into business etc.*
4 *Checking adverts in local papers/internet/job centres.* 2 @1m each
- (ii) *Any two advantages related to one of above mentioned* 2 @ 2m each
1 *Quick to get a reply.*
2 *Easier to make a good impression in person.*
3 *Possible to get a good recommendation.*
4 *Local work experience.*
5 *Easy to get information on the job.*

- | | |
|---|----------------|
| (d) Summarise below the evaluation you submitted in your Diary/Log in your portfolio. | 8 marks |
|---|----------------|

Areas to be covered in evaluation:

- Career goal/aspirations/studies(both career & studies must be mentioned)* 1 @ 2marks (0, 1m, 2m)
How what was learned can be applied to school/home/community. 3 @ 2 marks (0 or 2m)

Q6 Your class visited a local community enterprise or voluntary organisation as part of LCVP.
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- | |
|---|
| (a) Name an organisation you have visited and give a brief outline of the work/service it provides. |
|---|

3 marks

Name of organization 1m
Outline of work 2m

A commercial enterprise is acceptable.

- | | |
|--|----------------|
| (b) Outline two reasons why you would have undertaken the above visit. | 6 marks |
|--|----------------|

Reasons:

- 1 *See working world/business in action/group activity.*
- 2 *To get career information/job information.*
- 3 *To interview the business person/ask questions.*
- 4 *To give the students a chance to organise/plan the visit.*
- 5 *To get information for portfolio preparation e.g. My Own Place, Summary Report.*
- 6 *Practical application of Leaving Certificate subjects.*

2 points, statements needed for each.

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

(c) Describe four essential steps you would take in preparing for this visit.

8 marks

- 1 *Contact the enterprise/organization to arrange time/date.
- 2 Get permission, principal/teachers/parents.
- 3 Arrange transport.
- 4 Prepare necessary materials for visit.
- 5 *Research the company. Prepare questions to ask.
- 6 Decide who is doing what on the visit.

* Compulsory point

4 @2m each (0 or 2m)

(d) Write a letter to a friend in America describing what you have learned from this visit.

8 marks

Own address	1m
Date	1m
Dear	0m
Opening	1m
Overview of visit, what you did /saw	2m
Evaluation/thoughts on visit/what was learned	1m
Closing	0m
Yours...	1m

+ 1m for neatness no mistakes as listed below.

Layout/spelling/neatness/grammar/paragraphing 1m, (mark not earned if any one error).

LCVP 2005

Link Modules Examination

Marking Scheme

Portfolio

Four compulsory components plus two from four options

Portfolio: Total Marks 240

Distinction 192 marks

Merit 144 marks

Pass 120 marks

Student No:

Portfolio Total: (Maximum 240 marks)

MARKING SCHEME CORE		MAXIMUM MARK	ACTUAL MARK
1.	Curriculum Vitae		
	Word processing -----	1 -- 2	
	Presentation/layout (conventional order)-----	1 -- 3	
	Personal details (any 4 items including signature)-----	0 -- 4	
	Skills and qualities-----	0 -- 2	
	Educational qualifications-----	0 – 3	
	Work experience-----	0 – 3	
	Achievements/interests/hobbies-----	0 – 5	
	Referees-----	0 – 3	
	Sub-total -----	25	

2.	Enterprise/Action Plan		
	Presentation and layout-----	0 -- 3	
	Title/purpose-----	0 – 2	
	Objectives (at least two needed)-----	0 – 4	
	Research methods-----	0 – 2	
	Analysis of research-----	0 – 6	
	Action steps-----	0 – 6	
	Schedule of time/costs-----	0 – 6	
	Evaluation methods-----	0 – 6	
	Sub-total-----	35	

3.	Career Investigation		
	Title/word Processing/use of headings (<i>or Audio Tape</i> communication in clear and confident manner)-----	0 – 5	
	Description of duties involved in the career/area-----	0 – 3	
	Identification of skills and qualities needed-----	0 – 5	
	Identification of qualifications & training needed-----	0 – 5	
	What was learned by the research/activity about career and oneself.-----	0 – 8	
	Description of two different pathways to the career-----	0 – 4	
	Evaluation: of the career-----	0 – 5	
	of undertaking the career investigation-----	0 – 5	
	Sub-total-----	40	

4.	Summary Report		
	Presentation layout-----	1 – 5	
	Title/name of activity-----	0 – 5	
	Author’s name-----	0 / 5	
	Terms of reference of report/aims of the activity-----	0 / 3 / 5	
	Body of report – content (short sentences, summaries, appropriate language)	1 – 10	
	Body of report – clarity (headings, logical structure, flow, originality of thought)-----	1 – 5	
	Conclusions/recommendations-----	1 – 5	
	Sub-total-----	40	

Core: (Maximum 140 marks)

MARKING SCHEME OPTIONS		MAXIMUM MARK	ACTUAL MARK
5.	Record / Log / Diary		
	Presentation/layout-----	0 – 5	
	Name and description of work experience placement-----	0 – 5	
	Reasons for choosing work experience placement-----	0 – 5	
	Content		
	Factual day to day account of at least 3 days/entries as follows:		
	Detailed personalised account-----	0 – 10	
	Candidate analysis of own performance in different situations---	0 – 10	
	Expression and evaluation		
	Evaluation of experience in the light of study & career aspirations---	0 – 5	
	Evaluation of how what has been learnt can be applied to work in the home, school and the local community-----	0 --10	
	Sub-total -----	50	

6.	Report		
	Presentation/layout-----	0 – 4	
	Title/table of contents-----	0 – 2	
	Author's name or signature-----	0 -- 2	
	Terms of reference of report/aims of activity-----	0 – 4	
	Summary of main points-----	0 – 4	
	Body of report (may include personal contribution)		
	Account of activity-----	0 – 10	
	Use of appropriate depth, detail, organisation of information-----	0 – 8	
	Use of charts, tables, diagrams-----	0 – 4	
	Conclusions/recommendations-----	0 -- 6	
	Evaluation-----	0 – 6	
	Sub-total -----	50	

7.	My Own Place		
	Presentation/layout-----	0 – 4	
	Title/table of contents-----	0 – 2	
	Description of local area/what is under investigation-----	0 – 5	
	Aims/objectives-----	0 – 5	
	Research methods-----	0 – 5	
	Body of Report – description & analysis of key aspects-----	0 – 6	
	- use of logical sequence/headings/illustrations-----	0 – 5	
	- analysis of issue/suggestions for improvements-----	0 – 6	
	Conclusions and recommendations-----	0 -- 6	
	Evaluation-----	0 – 6	
	Sub-total -----	50	

8.	Recorded Interview/Presentation		
	Presentation (neat in the context of the interview/presentation)-----	0 – 4	
	Variety of tone, gesture, diction, eye contact.-----	0 – 4	
	Ability to communicate message clearly, engage audience, elaborate on points/questions, logical sequence of thought.-----	0 – 36	
	<i>Pass (18 – 23)</i> – basic communication skills		
	<i>Merit (24 – 27)</i> – ability to express ideas and opinions clearly and knowledge of topic		
	<i>Distinction (28 – 36)</i> – knowledge and ability to communicate ideas and own opinions clearly and in logical sequence.		
	Information (content)-----	0 -- 6	
	Sub-total -----	50	

Any Two Options: (Maximum 100 marks)

