



# Coimisiún na Scrúduithe Stáit State Examinations Commission

## Leaving Certificate Vocational Programme

### Link Modules Examination 2005

**WEDNESDAY, 4<sup>th</sup> MAY 2005, 10.00 A.M. – 12.30 P.M.**

#### INSTRUCTIONS TO CANDIDATES

Write your Examination Number in the box.

Write all answers into this Answer Book.

There are **three** Sections in this Examination.

Examination Number

#### Section A – Audio Visual

There are **eight** questions.

All questions must be answered.

**(30 marks)**

#### Section B – Case Study

There are **three** questions.

All questions must be answered.

**(30 marks)**

#### Section C – General Questions

There are **six** questions.

**Four** questions must be answered.

**(100 marks)**

- You will have **three** minutes to read the questions in Section A.
- You will be shown a video with the theme of *Business and Regional Development*.
- You will see the video three times.
  - \* The first showing will include the whole sequence.
  - \* It will then be shown in three parts. After each part is shown you will be given time to write your answers in the appropriate section of the answer book.
  - \* You will then see the entire video sequence again.

This page may be used for notes.

Answer all questions.

**Part 1**

**Q.1** Name **two** enterprises Pádraig Ó Céidigh was involved in.


**2 marks**

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


**2 marks**

**Q.3** How has the enterprise grown in the past 10 years? Give **two** ways.


**2 marks**









### Community Development

Ballytra is situated 80 kilometres from the nearest city and 20 kilometres from four other large towns. The town has an attractive river running through it with a large oak forest to the west of the town. There is one primary school, a community college and a community training centre located in the town. There is one old hotel with sixteen rooms which is in need of refurbishment. A 19<sup>th</sup> century country house, in need of repair, with a nine hole golf course attached to it is situated 8 kilometres from the town.

Ballytra is home to a company called Choc O’Late Ltd. for the past eight years. This is a confectionery business owned by two brothers. It is situated on an industrial site just outside the town. This company has sixty five employees. In 2002 the turnover was nine million euro but this has decreased to seven million euro in 2004 due to the lack of demand for confectionery products. Also, increased competition and increases in insurance and wage costs have affected the company. This has led to some employees losing their jobs and the company is now talking of downsizing their business further having conducted an audit of the company’s finances.

Due to the job losses in Choc O’Late Ltd. and lack of continued new employment in the area, local people realised their children would not be in a position to settle down in the town in the future. This jolted them into action and the business community and local people were invited to a public meeting. Here, various ideas and proposals were discussed. Several enterprise ideas were put forward which could be developed in the area. The challenges of setting up new business ventures in the town are very significant especially with regard to necessary resources and expertise.

A community development committee was selected to oversee any development initiatives. The intention of the committee is to use a local resource audit to establish the community’s resources and strengths and to try to negotiate the establishment of a Business Park with local authorities. Certain members of the committee are highly environmentally conscious and would like to see socially and environmentally responsible businesses set up in their town.





**Q.2** Choc O’Late Ltd. is considering downsizing its operations. What alternatives should be considered before this decision is taken?

Handwriting practice area with 20 horizontal lines.

**12 marks**

**Q.3** The community development committee decides to draw up a document outlining the attractions of the town for potential enterprises.

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

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

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(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.

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**12 marks**

**SUMMARY AND INDEX OF QUESTIONS**

This section contains 6 questions of 25 marks each and you should answer any four. To assist you in deciding and locating the questions to answer, the following is the text of all six questions with the page numbers for each. Answer your choice of questions in the appropriate pages that follow.

**Q.1 Career Investigation introduces students to skills of career research and planning.**

- (a) Name a career you have investigated. **Page 13, 14, 15**  
(b) Identify and analyse **three** aptitudes or skills that are required to follow this specific career.  
(c) Having identified a suitable career, describe **three** steps you now need to take to reach your career goal.  
(d) Evaluate in **three** ways the career investigation process.

**Q.2 Enterprise is essential for progress.****Page 16, 17, 18**

- (a) What is your understanding of enterprise?  
(b) Explain **one** example of enterprise in action in each of the following areas:  
(i) household  
(ii) school  
(iii) community.  
(c) Discuss **three** benefits entrepreneurs bring to society.  
(d) Describe **four** ways an entrepreneur could evaluate his/her success.

**Q.3 You have decided to raise funds for your school by holding a disco.****Page 19, 20, 21**

- (a) Draw up an agenda for a class meeting for this activity.  
(b) What are the advantages of having a business plan?  
(c) Describe a business plan for a school disco under **three** distinct headings.  
(d) How, in order of importance, would you evaluate this business plan?

**Q.4 A good idea is often the basis for a successful enterprise.****Page 22, 23, 24**

- (a) List **four** methods of 'idea generation'.  
(b) Explain the importance of **SWOT** analysis in providing opportunities for an enterprise.  
(c) List the **four** P's of the marketing mix and explain **one** of them.  
(d) Discuss **two** implications the Single European Market has for enterprises in Ireland.

**Q.5 All students have participated in work experience/shadowing and produced a Diary/Log.****Page 25, 26, 27**

- (a) Why is work experience/shadowing useful?  
(b) List and explain **four** personal goals you had in relation to work experience/shadowing you have undertaken.  
(c) (i) Identify **two** ways of finding work experience/shadowing.  
(ii) Outline **two** advantages for any one of the ways you have listed.  
(d) Summarise below the evaluation you submitted in your Diary/Log in your portfolio.

**Q.6 Your class visited a local community enterprise or voluntary organisation as part of the L.C.V.P.****Page 28, 29, 30**

- (a) Name an organisation you have visited and give a brief outline of the work/service it provides.  
(b) Outline **two** reasons why you would have undertaken the above visit.  
(c) Describe **four** essential steps you would take in preparing for this visit.  
(d) Write a letter to a friend in America describing what you have learned from this visit.

**Q.1 Career Investigation introduces students to skills of career research and planning.**

- (a) Name a career you have investigated.

Career: _____
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**1 mark**

- (b) Identify and analyse **three** aptitudes or skills that are required to follow this specific career.

(i) _____ _____
(ii) _____ _____
(iii) _____ _____

**6 marks**

- (c) Having identified a suitable career, describe **three** steps you now need to take to reach your career goal.

(i) _____ _____ _____ _____ _____
(ii) _____ _____ _____

(iii)

**8 marks**

(d) Evaluate in **three** ways the career investigation process.

(i)

(ii)

(iii)

**10 marks**

**Q.2 Enterprise is essential for progress.**

(a) What is your understanding of enterprise?

<b>2 marks</b>

(b) Explain **one** example of enterprise in action in each of the following areas:

- (i) household
- (ii) school
- (iii) community.

(i)	_____
	_____
	_____
	_____
(ii)	_____
	_____
	_____
	_____
(iii)	_____
	_____
	_____
	_____
<b>6 marks</b>	







**Q.3** You have decided to raise funds for your school by holding a disco.

(a) Draw up an agenda for a class meeting for this activity.

<b>4 marks</b>

(b) What are the advantages of having a business plan?

<b>4 marks</b>





**Q.4 A good idea is often the basis for a successful enterprise.**

(a) List **four** methods of ‘idea generation’.

<b>4 marks</b>

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

<b>5 marks</b>









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

(i)	_____
	_____
	_____
	_____
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	_____
	_____
	_____
	_____
(ii)	_____
	_____
	_____
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	_____
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	_____
	_____
	_____
<b>6 marks</b>	



**Q.6** Your class visited a local community enterprise or voluntary organisation as part of L.C.V.P.

- (a) Name an organisation you have visited and give a brief outline of the work/service it provides.

<b>3 marks</b>

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

<b>6 marks</b>







## D'úsáid an Scrúdaitheora amháin Written Examination Paper

	Marks Awarded
<b>Section A</b>	
<b>Section B</b>	
<b>Section C</b>	
<b>Q1</b>	
<b>Q2</b>	
<b>Q3</b>	
<b>Q4</b>	
<b>Q5</b>	
<b>Q6</b>	
<b>Total</b>	

1. Suim na n-iomlán ó bhun na leathanach. Total of end of page totals.	
2. Mór-iomlán na ceiste/gceisteanna nár ceadaiódh. Aggregate total of all disallowed Question(s).	
3. Ollmharc cruinn a tugadh (1 lúide 2) Total mark awarded (1 minus 2)	
4. Bónas don fhreagairt trí mheán na Gaeilge (más cuí). Bonus mark for answering through Irish (if applicable).	
5. Marc iomlán má tugadh bónas don fhreagairt trí Ghaeilge (3 + 4). Total mark awarded if Irish Bonus ( 3 + 4).	
<p><b>Nóta:</b> Ní mór don mharc ar líne 3 (nó líne 5 má tugadh bónas don fhreagairt trí Ghaeilge) a bheith cothrom leis an marc <b>sa bhosca Móriomlán</b> ar an script.</p> <p><b>Note:</b> The mark in row 3 (or row 5 if an Irish Bonus is awarded) must equal the mark in the <b>TOTAL</b> box on the script.</p>	

## Portfolio Assessment

	Marks Awarded
<b>1</b>	
<b>2</b>	
<b>3</b>	
<b>4</b>	
<b>5</b>	
<b>6</b>	
<b>7</b>	
<b>8</b>	
<b>Total</b>	

1. Suim na n-iomlán Total Marks	
2. Mór-iomlán na ceiste/gceisteanna nár ceadaiódh Aggregate total of all disallowed Question(s)	
3. An t-ollmharc cruinn a bronnadh (1 lúide 2) Total mark awarded (1 minus 2)	