



Coimisiún na Scrúduithe Stáit  
State Examinations Commission

**LEAVING CERTIFICATE 2008**

**MARKING SCHEME**

**LINK MODULES**

**COMMON LEVEL**





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# **LCVP 2008**

## **Link Modules Examination**

### **Solution & Marking Scheme**

#### **Written Examination**

<b>Examination Total marks 160</b>	
Distinction	128 marks
Merit	104 marks
Pass	80 marks

<b>Section A</b>	<b>Audio Visual</b>	<b>30 marks</b>
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<b>Q1</b>	What services did Top Solutions offer when it was first set up?	<b>1 mark</b>
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*A public relations/ marketing service.*

*Arranging advertising and, preparing promotional materials/brochures and flyers.*

*1 @ 1m*

<b>Q2</b>	How did they develop the business services they offer?	<b>2 marks</b>
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*By moving from developing advertising and marketing for small firms to organizing marketing campaigns for larger firms, co-ordinating promotions such as magazines, newspaper advertising, mail shots and sponsorships.*

*2 @ 1m*

<b>Q3</b>	What qualities did Mary need to have in her role as manager?	<b>3 marks</b>
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*Being a decision maker.*

*To be a negotiator*

*A problem solver.*

*Be flexible in your approach.*

*3 @ 1m*

**Part 2**

<b>Q4</b>	What prompted Mary to consider a change in her work?	<b>4 marks</b>
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*Personal reasons, the travelling was becoming tedious. .*

*She wanted greater control over her own time.*

*She considers herself innovative and is willing to take a risk.*

*She has a wide range of experience in management, PR & Marketing.*

*2 @ 2m*

<b>Q5</b>	Explain the legal requirements that Mary as an employer complied with?	<b>4 marks</b>
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*1 She gave mark his Contract of Employment setting out pay/conditions of work/holiday entitlements/sick leave.*

*2 Mark was required to read the Health & Safety statement and their procedures.*

*3 She is encouraging of the Trade Union membership.*

*1 @ 4m*

*2m + 2m*

**Q6** In what way does Mark consider he can contribute to Top Solutions success? **4 marks**

*He can offer project management skills as well as contributing graphic design skills/team skills. His experience in printing can broaden the type of work they do/stay ahead of competitors/attract different customers..*

*1 @ 4m  
2m + 2m*

**Part 3**

**Q7** What steps does Mary take to overcome the risks associated with being Self-employed? **6 marks**

- 1 She believes employees must be prepared to give a high level of service to customers to ensure they return/as it brings customers back.*
- 2 She keeps on eye on future trends so that she can anticipate demand/keep ahead of competitors.*
- 3 She is creative as she develops new ideas and makes them happen.*
- 4 She does not take the market for granted as she realises economic cutbacks could affect the business.*

*2 @ 3m .  
2m + 1m*

**Q8** What are the strengths of TopSolutions? Give reasons why you have chosen each. **6 marks**

- 1 Community based; clients remain loyal to us / it is good for attracting new business.*
- 2 It gives employment in the local area, easy to have worker friendly arrangements.*
- 3 Mary's personal experience and knowledge. She has a variety of training and experience which helps in the running of the business.*
- 4 Good staff; hard working enthusiastic employees.*
- 5 They offer a complete service by having a one-stop shop/adding a printing service.*
- 6 Having customers who return means they have the security of an established client base.*

*2 @ 3m  
2m + 1m*

**Q1** State and explain three problems facing the town of Ballynure?

**6 marks**

- 1 *Poor infrastructure, limited public transport/no rail service/location.*
- 2 *Population changing, people moving, ageing population.*
- 3 *Young people moving away.*
- 4 *Downsizing/possible redundancies/ economic downturn.*
- 5 *Lack of services/ facilities.*
- 6 *Few employment opportunities/seasonal.*
- 7 *Environmental issues.*

*3@2m each*

*1m + 1m*

**Q2** (i) Describe the opportunities and/or challenges the community group might face.

**12 marks**

*Opportunities*

- 1 *Good location, city and town would be good customer base.*
- 2 *Good tourism opportunities.*
- 3 *Residents who commute could be attracted to local jobs.*
- 4 *Good education facilities.*
- 5 *Creation of Jobs.*

*Challenges*

- 1 *Lack of finance. It may be difficult to get money from lending institutions/fundraising/local investment/grant aid.*
- 2 *Apathy/getting a variety of people to become involved*
- 3 *Lack of experience/little tradition of enterprise/training required/management skills/ help from agencies.*
- 4 *Personality clashes/individuals trying to dominate/self interest from some people/not all interested parties represented on the committee.*
- 5 *Location of Ballynure. Businesses do not want to set up there as they are 50km from city.*

*2 @ 4m*

*3m+1m*

(ii) Describe the possible difficulties the community group may encounter whilst promoting enterprise.

- 1 *Affect on existing business.*  
*Agricultural land now used for construction of business or houses/competition.*
- 2 *Planning issues.*  
*Local objectors/impact on the environment/getting permission.*
- 3 *Shortage of workforce discouraging entrepreneurs.*  
*lack of skills/ need to train people which can be costly/ workers expecting a high wage level/remote location.*
- 4 *Objections to change/lack of political support.*  
*Locals not wanting large scale industry.*
- 5 *Individuals lacking skills/not willing to take a risk by setting up enterprises.*  
*They may not want to move from well paid employment/have relevant experience.*
- 6 *Lack of long term planning/a vision for on the future of Ballynure.*  
*The type of expansion should be well thought out and the group may not have defined what their vision is for the town.*
- 7 *Funding to promote enterprise.*  
*They would have to try and get a grant for themselves from a government agency.*

2 @ 2m (0m, 2m)

**Q3** Outline four negative implications for the people of Ballynure if the proposed Industrial Park goes ahead. **12 marks**

- 1 *Environmental issues.*  
*Pollution/Noise/quality of life may change.*
- 2 *Tourism may decrease as town will not be so attractive to visitors. Craft industry may not be enough to attract visitors.*
- 3 *Loss of community spirit if expansion is not thought out or controlled. There may not be enough local people willing to put effort into keeping the area attractive to residents.*
- 4 *There may be social problems if workers who come to the area have no facilities. This would have a negative affect on house prices/lack of school places.*
- 5 *Local small businesses may be affected by more competitive larger industries. They may go out of business. The shops etc. may become more impersonal.*
- 6 *They will lose their reputation for experience in the biscuit & confectionary industry. It may be difficult to build up a new industry that they have a reputation in.*
- 7 *Traffic congestion. This will delay workers going to work/students going to school.*

2 @ 4m(3m +1m)

2 @ 2m (1m +1m)

**Q1 Enterprise is essential for progress.**

(a) Explain what you understand by the term enterprise.

**2 marks***Enterprise is when you take the risk to set up a business.**or showing initiative/being creative/pro-active/taking on new challenges/showing innovation.**2m (1m + 1m)*

(b) List four methods a business enterprise might use to generate ideas.

**4 marks***1 Look at what competitors are doing.**2 Review customer complaints/feedback/suggestions.**3 Brainstorm among employees/staff suggestions/sales representatives/others.**4 Engage in market research/surveys/Internet/consultants/County Enterprise Boards.**5 From own Research & Development Department.**4 @ 1m each*(c) Describe **two** examples of enterprise in action in each of the following.

(i) Household

(ii) Local Community.

**8 marks****Household***1 Recycling- Using green & brown bins or secondhand shops.**2 Budgeting-Planning income and expenditure over a period of time.**3 DIY-This means you do not have to pay tradesmen to do work..**4 Growing your own vegetable-this can be healthier/organic and can work out cheaper than buying vegetables in the shops.**5 Planning- dividing up the chores to be done- This means work is shared between all members of the family.**6 Setting up a home based business. Eg. Home baking/B & B**2 @ 2m (1m + 1m)***Local Community***1 Local Community Organisation/ Tidy Towns committee- This improves the area and creates a sense of pride.**2 Fundraising for locality- This helps a local charity or club so members can get better services.**3 Neighbourhood watch schemes.- The local residents feel safer or older people not afraid.**4 Clubs/voluntary groups to benefit young people/aged etc.- This means everyone is catered for/cuts down on vandalism/loneliness etc..**2 @ 2m (1m + 1m)**1m for stating + 1m for explaining.*

- (d)** Consider your participation in the drawing up of an LCVP Enterprise/Action Plan for a class activity.  
Identify one LC subject that has helped you saying why.  
Outline in detail three ways your participation in this activity will benefit you in the future.  
**11 marks**

*LC Subject which has helped.* *1m*

*Why?* *Any relevant skill learned/knowledge learned identified.* *1m*

*Example* *Business*  
*I had practice with Business plans so I understood what sections*  
*Should be include*

*Ways participation will benefit you.*

- 1 It forces you to think out the steps and to look at all aspects/planning.*
- 2 Critical thinking is improved as ideas have to be evaluated and the best option chosen.*
- 3 Teamwork good as you learn from others, appreciate others viewpoint.*
- 4 Any new skills learned or quality developed which has been explained.*

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

**Q2 Planning is essential for a business to succeed.**

- (a)** Outline three reasons why it is important for a business to plan ahead. **6 marks**

- 1 To foresee and anticipate future trends/changes in consumer tastes/problems.*
- 2 It allows you set realistic goals/targets which are achievable.*
- 3 You can review existing position and see if any changes are needed/make decisions.*
- 4 You are aware of financial requirements and a plan is needed if applying for a loan or grant.*
- 5 You can draw up budgets and limit spending/purchase equipment in the future.*
- 6 To keep ahead of the competition.*

*3 @ 2m each*  
*1m + 1m*

- (b)** Name and explain two areas that would be included as part of the Body of a Business Plan. Include why each is important. **4 marks**

- 1 Market research*  
*This is important to see if your idea will be successful.*
- 2 Finances*  
*This is important so that you know how much is needed/where you will get the money to set the business up/budgeting is important to ensure you have enough to meet your running costs.*
- 3 Personnel/HR*  
*How many employees you need/what qualifications they need.*
- 4 Details on output of Product/Service*  
*This shows you know how long it will take you to make the products/potential difficulties are planned for.*
- 5 Premises/location*  
*To have proper facilities and enough space/near good infrastructure*

*2 @ 2m each*  
*1m + 1m*

(c) Consider the location of an enterprise organisation you are familiar with. Outline three reasons why it is located there. **6 marks**

- 1 Close to markets/availability of raw materials.
- 2 Premises was available/tradition, there a long time.
- 3 Availability of suitable workforce.
- 4 Environmental issues.
- 5 Economic reasons- grant for being in a Business Centre
- 6 Infrastructure- close to good roads/parking.

3 @ 2m each  
0 or 2m.

(d) Name a business enterprise you are familiar with and carry out a SWOT analysis for that business.

**9 marks**

1 Name of Business

1m

SWOT analysis

Strengths

Location  
Product/service  
People  
Reputation/Awards won  
Loyal customers

Weaknesses

Poor management  
In need of capital  
Out of date premises/equipment

Opportunities

New markets/expansion  
New products  
Experienced employees

Threats

Competition  
Cost of finance  
Bad/no employees  
Economic downturn

8 @ 1m each  
No repetition of points.  
2 from each category needed.

**Q3 Work placements offers students a valuable opportunity to experience the world of work.**

(a) List three reasons why work shadowing/work experience is useful to students

**3 marks**

- 1 Gives them a taste of the world of work.
- 2 It helps with career choice.
- 3 New skills are learned.
- 4 Helps enhances their CV.
- 5 Interaction with adults boosts confidence.
- 6 They may get part-time work from it/contacts.
- 7 Helps them complete their portfolio.
- 8 Motivates you to work harder in school.

3 @ 1m each

(b) Describe four difficulties that a student may experience during their work shadowing/work experience

**8 marks**

- 1 Not being given meaningful work to do, being bored at the work.
- 2 Not knowing how to work equipment/ procedures/no instructions given/finding the work difficult.
- 3 Feeling excluded as they were not introduced and involved with other employees/employees not interested in helping the student.
- 4 Being overworked or exploited, expected to work long hours or made to do unpopular jobs.
- 5 Overcoming personal worries e.g. shyness/in experience.
- 6 Practical issues, transport, time keeping, dress code.

4 @ 2m each  
1m + 1m

(c) Identify and explain the obligations that employers have regarding the health, safety and welfare of their employees.

**6 marks**

*Employers must:*

- 1 Provide a safety statement.
- 2 Have a safe and healthy working environment/proper facilities, breaks, holidays, machines in proper working order.
- 3 Provide training/instructions/fire drills/safety signs.
- 4 Appoint a safety officer/report accidents to the Health & Safety Officer or Authority.
- 5 Provide safety equipment/clothing.
- 6 Takes steps to prevent bullying.

3 @ 2m each  
1m stating + 1m explaining.  
Explanations must not be repeated.

**(d)** Write a formal letter to an employer in your area seeking work experience as part of your Link Modules programme. **8 marks**

<i>Your address</i>	}	
<i>Addressee</i>	}	<i>1m</i>
<i>Date</i>		<i>1m</i>
<i>Opening &amp; closing</i>		<i>1m</i>
<i>Introduction</i>		<i>1m</i>
<i>Statement seeking work experience.</i>		<i>1m</i>
		<i>refer to LCVP or to Link Modules.</i>
<i>Layout</i>		<i>1m</i>
<i>Spelling</i>		<i>1m</i>
<i>Grammar, paragraphing, punctuation</i>		<i>1m.</i>

**Q4 Planning an event is an essential class activity to enhance learning.**

(a) As part of your LCVP enterprise module your class have decided to organize a careers exhibition. A class meeting has been called to begin the organising of the event. Draw up an agenda for this meeting.

**7 marks**

*Agenda*

<i>Election of 3 committee members.</i>		<i>3@ 1m each chair, secretary, treasurer</i>
<i>If election of committee 1m only</i>		
<i>Planning the careers exhibition.</i>	}	
<i>Location</i>	}	
<i>Date* of exhibition</i>	}	<i>3 @ 1m each * compulsory point.</i>
<i>Costs involved</i>	}	
<i>Work schedule/who does what.</i>	}	
<i>Date of next meeting</i>	}	
<i>AOB</i>	}	
<i>Heading &amp; layout</i>		<i>1m</i>

(b) Identify and explain three benefits of working as a team when undertaking the activity. **6 marks**

- 1 *Work is shared, individual workload is lessened/job gets done quicker/better quality work/more ideas come forward.*
- 2 *You have people with different skills which make the project more successful/easier to solve problems/better decisions made.*
- 3 *You can learn from other team members, new skills.*
- 4 *Creates sense of bonding, workers happier.*
- 5 *You have greater appreciation of what is involved in job areas other than your own.*
- 6 *Easier to take over from another worker as you have been working closely together.*

*3 @ 2m each  
1m stating + 1m explaining*

(c) Why is it important to evaluate the activity. **3 marks**

- 1 *To assess if aims were met/what worked well.*
- 2 *You find out what did not go well and why.*
- 3 *You can take corrective action if activity is still ongoing.*
- 4 *You are informed for future activities.*
- 5 *Individual team members can be evaluated.*

*3 @ 1m each*

(d) Describe three ways that the organisation of the careers exhibition could be evaluated. Give the reasons for choosing each. **9 marks**

*Ways to evaluate:*

- 1 *Ask exhibitors/teachers/parents for their opinion.  
These views are important as the school will need them to return another time.  
Easy to do as an evaluation sheet can be prepared in advance/given out on the night.*
- 2 *Get feedback from questionnaires from those who attended/parents & students/teachers.  
Did they learn anything new.  
Easy to do on the night.*
- 3 *Measure if aims/objectives were met.  
Did the activity come in on budget?  
Problems that arose on the night.*

- 4 *Class discussion.*  
*Disagreements can be solved.*  
*Varying opinions are taken.*
- 5 *Written evaluation*  
*Quality of portfolio item*  
*Report on exhibition.*

*3 @ 3m each*  
*1m stating*  
*1m explaining*  
*1m reason*

**Q5 An important role is played by Community Organisations/Enterprises in society.**

(a) Explain why people get involved in community organisations.	<b>3 marks</b>
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- 1 To improve life for a group of people; better amenities/services for a group of people.*
- 2 To develop a sense of community spirit.*
- 3 To give back something to society.*
- 4 To use free time productively.*
- 5 For own personal development/satisfaction/making friends.*

*3 @ 1m each*

(b) Describe three benefits that voluntary organisations/community/enterprises bring to local communities.	<b>6 marks</b>
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- 1 People in need are helped.*
- 2 Some community enterprises create jobs or an income.*
- 3 Services in community are improved.*
- 4 Local environment/amenities can be improved.*
- 5 Community spirit is developed which fosters pride.*

*3 @ 2m*  
*1m + 1m*

- |         |   |                |
|---------|---|----------------|
| (c) (i) | Describe two ways in which commercial businesses may give support to a voluntary organisation/community enterprise. | <b>4 marks</b> |
| (ii)    | Explain giving one reason why commercial enterprises might do this.   | <b>2 marks</b> |

(i)

- |                      |  |                 |
|----------------------|--|-----------------|
| 1 Financial support- | Grants   |                 |
|                      | Sponsorship  |                 |
| 2 Donations-         | Use of vehicles/equipment.                               |                 |
|                      | Provide free materials/food.                             |                 |
| 3 Man hours-         | Allow employee work on the project during working hours. |                 |
|                      | Provide expertise in a particular area.                  |                 |
| 4 Facilities-        | Allow business premises be used for meetings etc..       |                 |
|                      |  | 2m each (0, 2m) |

(ii)

- |                    |   |                                       |
|--------------------|---|---------------------------------------|
| 1 Good PR-         | Good public relations to be seen giving something back. |                                       |
|                    | Free advertising for the business.                      |                                       |
| 2 Tax benefit      | Certain donations are allowable against tax.            |                                       |
| 3 Community Spirit | To put something back into the community.               |                                       |
|                    | To earn goodwill in the area.                           |                                       |
|                    |   | 1 @ 2m.                               |
|                    |   | Clear statement must be made. 0 or 2m |

- |     |   |                 |
|-----|---|-----------------|
| (d) | Write a summary report of a visit in or a visit out that you have participated in to a Voluntary Organisation/Community Enterprise. Use appropriate headings. | <b>10 marks</b> |
|-----|---|-----------------|

- |   |             |                               |
|---|-------------|-------------------------------|
| Title   | 1m          |                               |
| Aims/terms of reference.                        | 2 @ 1m each | 2m                            |
| Author  | 1m          | 1 personal aim + 1 group aim. |
| Body content related to a visit in or visit out | }           |                               |
| Pre planning                                    | }           | 4 points @ 1m each            |
| Some details on the organisation                | }           |                               |
| Comment on the activity itself.                 | }           |                               |
| Conclusions                                     | 1m          |                               |
| Recommendations                                 | 1m          |                               |

**Q6 School and college is about training young people for the world of work.**

(a) List four pieces of advice you would give to a friend when filling out a job application form. **4 marks**

- 1 *Follow instructions carefully/fill out in black or blocked capitals if specified/include photograph if requested.*
- 2 *Take a photocopy to practice on first/practice filling out long questions.*
- 3 *Watch spelling/legibility.*
- 4 *Keep a copy to help you prepare for interview.*
- 5 *Do not leave it to the last minute/rush filling it in.*

*4 @ 1m each*

(b) Describe three non financial benefits to be gained from the world of work. .

**6 marks**

- 1 *Learning new skills- good for promotion/good experience if you change jobs..*
- 2 *Social aspect – friendships/quality of life.*
- 3 *Self esteem – you can gain confidence.*
- 4 *Benefits in kind-company cars/travel*
- 5 *You can plan for the future-job security.*
- 6 *Contacts for further work.*

*3 @ 2m each  
1m for stating + 1m for explaining.*

(c) Describe three ways the world of work differs from schoolwork.

**6 marks**

- 1 *Hours are longer – you may have to work in the evenings/at week-ends/flexi-time.*
- 2 *Work is more practical than school- theory sitting at desk in school.*
- 3 *There can be more day to day variety in work.*
- 4 *Income – you get paid for work.*
- 5 *Teamwork may be more evident in the workplace.*
- 6 *IT/technology usually more up to date in the workplace.*
- 7 *Different types of demands – school has homework, for work you must be very committed.*

*3 @ 2m each  
1m for stating + 1m for description.*

- (d) Name three characteristics that employers might look for in potential employees.  
Explain why you think employers consider each characteristic to be important. **9 marks**

*Naming characteristics:*

- 1 *Trustworthy-* *An employer must know that no stock or money will be stolen.*
- 2 *Showing initiative-* *An employer will want an employee who does not have to be told everything to do/who will find efficient ways to carry out the work/can deal with the unexpected quickly and efficiently.*
- 3 *Reliable-* *An employer wants employees to turn up on time and be depend upon to get the work done properly.*
- 4 *Loyalty-* *An employer would expect employees to have the best interests of the employment at heart and want to do a good job.*
- 5 *Hard working-* *An employer will expect employees to do their best, to do a fair share of the work and to a high standard.*
- 6 *Team player-* *An employer will want employees who want to work together to do a task well, the employee must be willing to co-operate with each other.*
- 7 *Being well presented-Neat, tidy, appropriate attire to create a good impression for the business*
- 8 *Good communicator - An employer will want employees who can deal clearly with customers/others.*

*3 @ 3m*

*1m for naming*

*1m for explanation*

*1m for why important*

*no repetition of points allowed.*



