



Coimisiún na Scrúduithe Stáit  
State Examinations Commission

**LEAVING CERTIFICATE 2009**

**MARKING SCHEME**

**LINK MODULES**

**COMMON LEVEL**



**LCVP 2009**

**Link Modules Examination**

**Solution & Marking Scheme**

**Written Examination**

**Examination Total marks 160**

**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>	Name one stakeholder in a business	<b>1 mark</b>
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- 1 *Employees*
- 2 *Customers*
- 3 *Shareholders*
- 4 *Community*

1 @ 1m

<b>Q2</b>	What are the benefits of Corporate Social Responsibility to businesses?	<b>2 marks</b>
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- 1 *Greater competitiveness.*
- 2 *Better reputation.*
- 3 *Leads to increased profits.*
- 4 *Shows business is socially and environmentally aware.*
- 5 *Enhanced teambuilding with in the business.*

2 @ 1m

<b>Q3</b>	Explain <b>two</b> ways that a business can support voluntary or community projects.	<b>4 marks</b>
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- 1 *Businesses can encourage staff to get involved in local community projects/fundraise/volunteer/paid leave.*
- 2 *Give grants to community and voluntary organisations.*
- 3 *Provide sponsorship/ and example given.*

2 @ 2m

## **Part 2**

<b>Q4</b>	Explain <b>three</b> skills demonstrated by those who volunteer on the Niall Mellon project.	<b>3 marks</b>
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- 1 *Hard working; 200 hundred houses fully built in one week.*
- 2 *Organised; everything must be planned in advance.*
- 3 *Problem solving; problems have to be solved.*
- 4 *Teamwork skills; you have to be adaptable.*
- 5 *Dedication/enthusiasm; volunteers raise money/try to inform people in Ireland about the project.*
- 6 *Practical skill e.g. bricklaying/painting/plastering.*

3 @ 1m

**Q5** Describe **two** of the benefits to the business of working with a local community.

**4 marks**

- 1 *Good for the company's reputation and improves relationships between the business and the local community/improved company image.*
- 2 *The community initiatives can also develop employees' skills and confidence.*
- 3 *Will lead to further local recruitment, generating/customer loyalty/ultimately making the business more successful.*

1 @ 3m

**Q6** How can a business' efforts at improving its reputation be seen outside the organisation.

**4 marks**

*Working with local communities can bring huge benefits to the locality where the business operates.*

*Specialist advice/practical help.*

*Sponsorship/financial donations to community organisations.*

1 @ 4m

### **Part 3**

**Q7** How is social obligation acted out by businesses?

**6 marks**

- 1 *Tesco/Helping a particular community/cause.  
Run a Charity of the Year programme. Every year, they select a cause for the year. Throughout the year funds that are raised in local supermarkets are directed to the chosen charities, in that community.*
- 2 *Intel/Improving the environment.  
Have worked with different groups to try and improve the river Rye which runs near their Kildare plant. This project benefits their staff and the local population. Intel has provided the resources and support to bring in environmental experts, to improve the plant life and increase the levels of fish in the river.*

2 @ 3m

**Q8** Describe some of the ways that organisations ensure that their community involvement is effective.

**6 marks**

- 1 *Contact Business in the Community Ireland who are an organisation specialising in advice and guidance on corporate social responsibility to companies.*
- 2 *Set up a community programme, e.g. how to encourage staff to volunteer in their local areas.*
- 3 *Draw up a community plan that is in line with its business objectives and that has a real effect on society.*

2 @ 3m

**Q1** Identify and explain the benefits that teamwork brings to Car Care.

**6 marks**

- 1 *Work can be completed faster/work is shared as more than one person involved.*
- 2 *Workers have an appreciation of the work involved in other areas.*
- 3 *It creates a sense of belonging among workers, who will be more contented at work.*
- 4 *A wide variety of experience/skills are available to be used.*
- 5 *Responsibility is shared; no one is under too much pressure/better decisions.*
- 6 *Communication and interpersonal skills are improved.*
- 7 *Different opinions and ideas are encouraged.*
- 8 *Problem solving is easier because of a variety of skills.*

*3 @ 2m  
1m + 1m*

**Q2** Information and communications technology (ICT) has an important role in business. Identify **four** aspects of ICT which Car Care might be using and describe how each would be used. Give an advantage and disadvantage of each. **12 marks**

- 1 *E-mail.*
- 2 *Internet/website/video conferencing.*
- 3 *Software packages, word-processing, database, spreadsheets, accounts.*
- 4 *Payroll.*
- 5 *Stock ordering systems/EDI.*
- 6 *Mobile phones/laptops/fax.*
- 7 *Diagnostic technology.*

*4 @ 3m  
1m for description of use  
1m for advantage  
1m for disadvantage.  
**No repetition of answers.***

**Q3 (i)** What are the implications of an enlarged Single European Market for Car Care?

**4 marks**

- 1 *Workers from abroad are available to work in Ireland.*
- 2 *Competing firms from other countries could set up near them.*
- 3 *They may be able to source materials cheaply from other European countries/no import duties.*
- 4 *They have to continually improve the standard of service offered.*
- 5 *Finance - source finance in another EU country.*
- 6 *New markets - opportunities to sell in other EU states.*

2 @ 2m (0/2m)

**(ii)** Outline **four** areas of the business that Frank must continually focus on to ensure continued success.

**8 marks**

- 1 *Finances*      *Ability to repay loans.  
Cash flow management/having enough money for weekly expenses.  
Capital planning. Making plans for when new equipment needs to be bought.  
Getting payments from customers.*
- 2 *Quality of service*      *Service must always be improving.  
New services added as demanded by customers.  
Keeping customers loyal/customer satisfaction.  
Winning awards.*
- 3 *Staffing*      *Having suitable trained staff.  
Recruitment of staff/ management capabilities/different types of staff required.  
Keeping staff motivated/good industrial relations.*
- 4 *Equipment*      *Investing in new technologies.  
Keeping equipment up to date.*
- 5 *Competition*      *Keeping ahead of the competition/competitive pricing.  
Aware of future trends/continued market research.*
- 6 *Marketing*      *Keeping up good relations with the local community/P.R./supporting local business.  
Advertising/sales promotion.  
Greater customer base.*

4 @ 2m (1+1)

**Q.1 Understanding Enterprise is a key element of the Leaving Certificate Vocational Programme.**

(a) List **two** qualities of an enterprising person. Give **one** reason why each quality is important.

**4 marks**

1 *Risktaker* *Not afraid to try something new.*

2 *Enthusiasm* *Wants to succeed/is energetic.*

3 *Innovative* *Has new ideas.*

4 *Has self belief* *Has a positive attitude.*

5 *Decisive* *Takes opportunities quickly.*

6 *Proactive* *Does not rely on others to do things.*

7 *Hardworking* *Huge effort/hours/work.*

2m (1m+ 1m)

(b) Identify and explain **three** essential elements needed to successfully set up a business enterprise.

**9 marks**

1 *Capital/finance*

*Sources of finance/needed for premises/machinery/stock/day to day expenses.*

2 *Right product/service*

*There must be a demand for the product/service.*

*Quality must be correct.*

*Market research must be completed.*

*USP.*

3 *Good Location*

*Proximity to market for the product/service.*

*Easier to get raw materials at reduced transport costs.*

*Time is not wasted travelling.*

*Infrastructure/facilities.*

4 *Staff*

*Hard working committed employees.*

*Properly trained staff.*

*Good managers.*

5 *Legalities*

*All laws regarding setting up the business must be adhered to.*

*Planning permissions/licences must be secured and in order.*

*Health & Safety issues must be in order for the business.*



6 *Market/customer base*

*Market research must be completed.*

*Analysis of existing/similar business/competition.*

7 *Business plan*

*Setting out aims/objectives for the business.*

*Sourcing finance/if you are borrowing from a bank/applying for a grant.*

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

*No repetition of points*

(c) Outline **three** ways that the owner of a business can ensure that customer demands are satisfied.

**6 marks**

1 *Provide a good quality product or service.*

2 *Have a good after sales service.*

3 *Variety of services offered/be adaptable/convenient opening hours/deliveries on time.*

4 *Market Research/plan ahead/anticipate changes in demand/service properly.*

5 *Keep an eye on competition/price the product competitively.*

*3 @ 2m*

*(1m+1m)*

(d) Success is essential for survival of a business enterprise. Describe **three** ways that success can be measured.

**6 marks**

1 *Profits/turnover/sales increased on previous years.*

*Meeting targeted profits/achieving aims.*

*Improved share price.*

2 *Comparison with competitors.*

*Market share.*

*Being the dominant business in a particular area/for a particular product.*

3 *Winning Awards.*

*Recognition from the industry.*

*ISO awards.*

4 *Good Staff relations.*

*No strikes.*

*Low staff turnover.*

*Committed staff.*

5 *Customer Loyalty.*

*Customers stay with business.*

6 *Size of business.*

*Expansion/gaining new markets/new products.*

7 *Continuity/length of time in business.*

*3 @ 2m (1m heading+1m expansion)*

**Q2 Work experience/shadowing and the preparation of a diary gives a valuable opportunity for students to experience and reflect on the world of work.**

(a) List **four** steps you took to secure a suitable placement for your work experience/shadowing.

**4 marks**

- 1 *Prepare CV.*
- 2 *Research company/job, talk to careers guidance teacher.*
- 3 *Wrote/telephone/emailed letter to potential employer.*
- 4 *Telephoned to confirm dates/time.*
- 5 *Prepared for interview.*
- 6 *Consent forms from parents/ Garda clearance/ insurance from school.*

4 @ 1m

(b) List and explain **three** personal goals you had in relation to work experience/shadowing.

**6 marks**

- 1 *Deciding if this job/career was for me.*
- 2 *To experience the world of work, time keeping/longer day.*
- 3 *To learn a new skill, teamwork skill/communication skill.*
- 4 *To be more confident, interact with adults.*
- 5 *Improve my CV by having work experience/referee.*
- 6 *To be able to write up a Diary and complete part of the portfolio.*
- 7 *Gain contact for future employment*

3 @ 2m  
(1m + 1m)

(c) Describe the steps a person should undertake when preparing for a job interview.

**6 marks**

- 1 *Do research on the business/likely questions to be asked.*
- 2 *Plan how to get to the interview/how long it will take.*
- 3 *Prepare appropriate clothes to create the right impression.*
- 4 *Organise a mock interview to practice communication skills.*
- 5 *Review your CV/application form/prepare an updated version.*

3 @ 2m  
(1m + 1m)

- (d) (i) Why is it important to evaluate your work experience/shadowing?  
(ii) Outline the evaluation prepared by you as part of your diary/log.

**9 marks**

- (i) 1 To review what went well/not well.  
2 To help you make future decisions.  
3 To help you identify what you need to improve on/do differently. 1 @ 2m (0, 2)

- (ii) Evaluation in light of study/career aspirations  
Statement on whether they still wants/does not want.  
Evaluate with respect to future study/career plan/course. 1 @ 4m (0, 4)

Evaluation on how what is learnt can be applied in home, school and community. 3 @ 1m

**Q3 As part of your Leaving Certificate Vocational Programme you are encouraged to become actively involved in setting up a mini company.**

- (a) List **four** methods an enterprise uses to generate ideas.

**4 marks**

- 1 Suggestion box for customers/employees/review customer complaints.  
2 Carry out market research/survey/internet/consultants/CEB.  
3 Look at what competitors are doing/getting ideas from abroad.  
4 Brainstorm with employees/sales personnel.  
5 Research and Development (R+D).

4 @ 1m

- (b) Explain what you understand by the term market research.

**5 marks**

*Market research involves gathering/ and analysing information about the market for a particular product or service/ this allows you make decisions about how to proceed in business.*

2 + 2+1

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

**7 marks**

*Marketing Mix*

*Product*

*Price*

*Place*

*Promotion*

4 @ 1m

- 1 *To have the right product/USP.  
It means money is not wasted producing a product which will not sell.  
You know what standard the customers will expect.  
Packaging  
Quality/up to standard/good design.*
- 2 *Price/pricing strategy.  
You will be able to sell at a price which customers are willing to pay.  
You can cover your cost as well as make a profit.  
Be in line with competitors.*
- 3 *Place  
You will find out where to sell your product/wholesalers/retailer/internet/telesales.  
Money is not wasted trying to sell where you will not be successful.*
- 4 *Promotion  
You find out where to effectively advertise the product/target market.  
What are the best ways to advertise the product?  
Sales promotion technique/competition.  
Attract new customers.*

*Explanation 1 @ 3m (0, 3)*

(d) Outline why it is important for a business to undertake market research.

**9 marks**

- 1 *Ensures money is not wasted - Producing a product that will not sell  
Advertising wrongly*
- 2 *To assess the present situation - Market size  
What product sells/what improvements  
Where it sells  
What are customers' demands*
- 3 *To find out information on Competitors - Who are the competitors?  
What is different about their product/service (USP)  
How they sell*
- 4 *To find out information on Customers - Who they are, target market  
gender/age profile/particular interests  
lifestyle  
What they would pay*

1 @ 6m (3+3)

1 @ 3m (2+1)

**Q4 An awareness of the area in which we live and work is important**

(a) Name **one** agency or business involved in each of the following.

**3 marks**

- |                                 |   |               |
|---------------------------------|---|---------------|
| (i) <i>Job Creation</i>         | <i>FÁS</i><br><i>Enterprise Ireland</i><br><i>CEB/Leader/Area partnership company</i>           | <i>1 @ 1m</i> |
| (ii) <i>Financial Services</i>  | <i>Named Bank</i><br><i>Building Society</i><br><i>Insurance Company</i><br><i>Credit Union</i> | <i>1 @ 1m</i> |
| (iii) <i>Transport services</i> | <i>CIE</i><br><i>Dublin Bus</i><br><i>Irish Rail</i><br><i>Named private operator</i>           | <i>1 @ 1m</i> |

(b) Consider an agency/business you mentioned in part (a) describe the significance of this agency/business to the area.

**4 marks**

- |   |  |                               |
|---|--|-------------------------------|
| <i>1 Impact of service provided/function</i>    |  |                               |
| <i>2 Further impact</i>                         |  |                               |
| <i>    Job creation,</i>                        |  |                               |
| <i>    Better facilities</i>                    |  |                               |
| <i>    Bringing visitors to the town etc...</i> |  | <i>2 @ 2m</i><br><i>1m+1m</i> |

(c) Prepare a Questionnaire you would use to do an investigation of your local area.

**10 marks**

*Q1 Rural or Urban*

<i>Q2* Types of Business/industry</i>	<i>Financial</i>	<i>Supermarkets</i>
	<i>Dry cleaners</i>	<i>Travel Agents</i>

<i>Q3 Shopping</i>	<i>Local</i>	<i>Other</i>
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<i>Q4* Leisure Facilities</i>	<i>Pitches/Courts</i>	<i>Swimming Pool</i>
	<i>Community Hall</i>	<i>Cinemas</i>
	<i>Public Amenities</i>	<i>Parks</i>

<i>Q5 Services in the area</i>	<i>Train station</i>	<i>Bus Station</i>
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<i>Q6 Educational Facilities</i>	<i>Pre school</i>	<i>Primary school</i>
	<i>Second level</i>	<i>Third level</i>

Q7	Employment	Types of employment in the area
Q8	Community groups	Tidy Towns/area development committee/mother-toddler
Q9	Tourism/Heritage	Tourist trails/attractions/ancient ruins/sites
Q10	Local issue	Pollution/crime/lack of facilities/suggestion for improvement

1m Heading/Instructions  
1m Boxes-fill lines/Neat  
4 @ 2m (0, 2)  
\* Compulsory points

(d)	What challenges might your local area face over the next five years? Suggest how these might be overcome.	<b>8 marks</b>
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- 1 *Unemployment due to recession/loss of jobs due to closure of factories/business/employers reducing the number of employees.  
This can be overcome by attracting new employers/organising retraining of workers/encourage people to shop local.*
- 2 *Lack of facilities for resident/young people/social issues...  
Organise local committees to work with the council to provide appropriate facilities.*
- 3 *Environmental issues.  
Improve water quality/pollution etc. Aim to win an award by getting all people to work together.*
- 4 *Transport links  
Work with providers to ensure rail links are not shut down/motorways are constructed in a way that is sensitive to local features.*
- 5 *Depopulation/emigration to other countries with work/CEB/grants incentives to set up new business*

2 @ 4m (2+2)

**Q5 Career investigation helps students to identify a career which links with their interests and aptitudes.**

(a) Name a career you have investigated. **1 mark**

*Any career*

*1 mark*

(b) List **three** qualities and **three** skills you have which makes this a suitable career for you. **6 marks**

*Skills*      *any manual skill*  
*Communication*  
*Interpersonal*  
*Planning*  
*Decision making*

*3 @ 1m*

*Qualities*   *Being proactive*  
*Risk taker*  
*Confident*  
*Energetic*  
*Self belief*  
*Good communicator*  
*Resilient etc.....*

*3 @ 1m*

(c) Describe **three** methods of evaluating the career investigation activity. **9 marks**

- 1 Review the quality of information received/had you enough information to make an informed choice about the career?*
- 2 Review the quantity of information received/quality of the Career Investigation Report for the portfolio. Did you get answers to a range of questions?*
- 3 Outcome of the activity, has it motivated you to work harder in school/be more realistic with your goals.*
- 4 Review if there were skills improved or new skills learned*

*2 @ 4m (3+1)*

*1 @ 1m*

(d) What options are available to you if you become unemployed and you wish to return to work?  
Explain your answers **9 marks**

- |   |                                  |  |
|---|----------------------------------|--|
| 1 | <i>Re train/FAS/VTOS</i>         | <i>You can change career completely.<br/>You can up-skill yourself, learn new technologies.</i>            |
| 2 | <i>Set up your own business.</i> | <i>Grants/mentoring/advice available to help you.<br/>You can fulfil personal ambition to do this.</i>     |
| 3 | <i>Volunteer Work.</i>           | <i>You can opt to work as a volunteer.<br/>No pay but personal satisfaction.</i>                           |
| 4 | <i>Part-time position</i>        | <i>You may be able to select your hours of work.<br/>You may be able to change your work/life balance.</i> |
| 5 | <i>Emigration</i>                | <i>Move to another where employment is available</i>   |

*1 @ 5m (3+2)  
1@ 4m (3+1)*

**Q.6** Voluntary bodies/community enterprises play an important role in the areas in which they operate. A visiting speaker from a voluntary body/community enterprise has agreed to give a presentation to your class.

(a) Name a voluntary body or a community enterprise that operates in your local area. **1 mark**

*Any voluntary or community body.* *1m*

(b) Identify and explain **three** differences between voluntary bodies/community enterprises and commercial business enterprises. **6 marks**

*Three differences:*

	<i>Commercial enterprises</i>	<i>Voluntary bodies/community enterprises</i>
1	<i>Have profit motive</i>	<i>Non profit motive</i>
2	<i>Self financing</i>	<i>Fundraise/rely on donations or grants</i>
3	<i>Paid employees</i>	<i>Mainly staffed by volunteers</i>
4	<i>Aim is to produce a product</i>	<i>Aim is to help others</i>
5	<i>Benefits owners/investors</i>	<i>Benefits the community</i>

*3 @ 2m (1+1)*



(c) What steps should be taken to ensure that the visit-in is organised properly and run efficiently?

**6 marks**

- 1 Allow adequate time for planning, set up a committee to co-ordinate the planning.
- 2 Draw up list of jobs to be done.
- 3 Assign planning tasks to different people
  - Seeking permission of the principal
  - Arranging a date
  - Organising the room
- 4 Contact speaker; arrange date/time; note special requests such as projector
- 5 Research the speaker/organisation so that questions can be prepared.
- 6 Make arrangements for day of visit; who does what on the day, make sure each class member has a role. Arranging for water/ meet and greet/thank you at the end.

2 @ 3m (2+1)

(d) (i) Outline the issues that arise for this organisation.

(ii) Explain **three** objectives that the class might have for organising the visit.

**12 marks**

(i)

- 1 Finance.....
- 2 Getting volunteers.....
- 3 Suitable building/location
- 4 Not being able to meet the demand for the services.

2 @ 3m (0,3)

(ii)

- 1 To work as a team (+ valid development)
- 2 To improve planning skills (+ valid development)
- 3 Raise awareness in the school/ to set up a branch in the school (+ valid development)
- 4 Item for their Link Modules Portfolio (+ valid development)

3 @ 2m (0, 2)





