



Coimisiún na Scrúduithe Stáit
State Examinations Commission

LEAVING CERTIFICATE 2012

MARKING SCHEME

Link Modules

COMMON LEVEL

LCVP
Link Modules Examination
2012
Solution and Marking Scheme
Written Examination

Examination Total marks 160

Distinction 128 marks

Merit 104 marks

Pass 80 marks

Marking Scheme and Support Notes for use with the Marking Scheme

In considering this marking scheme the following points should be noted:

- The support notes presented are not exclusive or definitive and alternative answers may be acceptable if deemed valid;
- They are support notes and not model or suggested answers;
- Further relevant points of information presented by candidates are marked and rewarded on their merits;
- The detail required in any answer is determined by the context and the manner in which the question is asked and by the number of marks assigned to the answer on the examination paper. Requirements and mark allocations may therefore vary from year to year.

Section A	Audio Visual	30 marks
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Part 1

Q.1 What is the name of the company where Dermots works? **1 mark**

Dermot works for RP Restorations.

Q.2 State Dermot's qualifications? **2 marks**

He has completed his Leaving Certificate. He studied engineering in college and achieved a qualification in Historical Building Conservation in London.

2 @ 1m

Q.3 Describe Dermot's role as Project Manager. **3 marks**

1. He has to plan and manage the restoration project from beginning to end.
2. He has to keep everything running smoothly.
3. He has to make sure they stay on time and on budget.
4. He has to make sure all the different people on site communicate with each other.
5. He manages a large team.

3 @ 1m

Part 2

Q.4 Explain why Dermot felt the need to arrange a meeting with Tom. **4 marks**

1. To determine how Tom is getting on with the team.
2. Dermot has received complaints from other workers about him, stating that his attitude is affecting their work.
3. The job is behind schedule which is affecting others.
4. Progress reports are not filed on time which affects planning for the following week.
5. Clients have noticed a bad atmosphere on site/There is a bad atmosphere on site.
6. Afraid workers will down tools.

4 @ 1m

Q.5 Describe how Tom might benefit from his meeting with Dermot. **4 marks**

1. Tom can give feedback on his perceptions of how the the job is going/discuss working conditions/pay/he can air his grievances.
2. Tom can receive feedback from Dermot/develop a better relationship with Dermot/co-workers.
3. He can get negative feedback in private, which saves face.
4. Tom will be given the opportunity to improve his IT skills through training.
5. Due to the weekly meetings with Dermot, Tom should feel less stressed.

4 @ 1m

Q.6 What could Dermot have done to reduce Tom's stress levels on this particular project? **4 marks**

1. He should have regular meetings from the beginning of the project to make sure that everyone is clear on all aspects of the job.
2. He could have provided proper IT training from the outset + valid expansion.
3. He should have made sure the schedule was more realistic + valid expansion.
4. Proper planning at the beginning would have meant revisions would be kept to a minimum.

2 @ 2m
(1 + 1)

Part 3

Q.7 Why is it necessary for managers like Dermot to have good communication skills? Explain your answer. **6 marks**

1. Because he has to deal with lots of different people, eg line workers, supervisors, clients. He also-need to control and manage teams on site.
2. He has to deal with employee issues such as: conflicts, individuals whose work may be below standard.
3. As a manager he must appear confident in order to show his authority.
4. He needs to talk to his workers, become aware of problems before they get out of control/affect the work being done.
5. He needs to listen to his workers, to tap into the expertise of the workforce, identify training needs.

3 @ 2m
(1 + 1)

Q.8 Dermot has shown a good aptitude/ability for management. Do you agree with this statement? Explain your answer. **6 marks**

1. He is good at self reflection, admits his own faults e.g bad scheduling.
2. He recognised the value of good employees such as Tom.
3. He has concern for his clients. He listens to clients and is anxious to keep them informed and up to date with developments on site so that they are not concerned.
4. He is good at his job, he has a calm manner, he kept written notes and documentation on the complaints against Tom. He is pleasant but firm.
5. He has good problem solving skills/deals with problems.

*Candidates may also present a 'No' answer.

3 @ 2m
(1 + 1)

Q.1 Explain the benefits the community resource centre will bring to the people of Glencar.

6 Marks

1. It is a good facility for community groups, crèche, clubs, and local organisations to meet.
2. It provides a social outlet for retired groups, young and older people.
3. It could encourage a good community/entrepreneurial spirit in the area.
4. It may encourage the setting up of new clubs.
5. The resource centre/seasonal tourist office will benefit many local businesses/spin off business/indirect employment- cafes, tourist attractions, B & B's and hotels.
6. Provide employment in the centre/direct employment.
7. Provides training/up skilling.

3 @ 2marks

(1m for stating + 1m for description)

Q.2

- (i) Outline two reasons why the County Council wants people from local community and business groups to participate in the resource centre committee.
- (ii) Explain why it is important that the committee carried out market research before devising its plan.
- (iii) Select **one** of the community needs identified in the survey. What are the implications for the committee if they decide to provide the service?

12 marks

- (i)
 1. The County Council needs to know what the local community and business groups want from the centre/involve them in making decisions about the development.
 2. The large range of skills and talents within these groups will benefit the committee/costs reduced due to services provided by local people.
 3. Business people have the business management and finance skills needed to ensure the success of the project.
 4. Business groups may invest in the development of the centre/may sponsor activities in the centre/boost public relations.
 5. Generates a better community spirit because if local people are involved from the outset they will be more positive about the community centre and their involvement/running of the centre.

2 @ 2 marks

(1 + 1)

- (ii)
 1. To identify the needs of different groups in society so that they can focus their planning.
 2. Make sure money is not wasted in providing services not demanded/already provided in the local area.
 3. Consulting local people shows that their opinions matter and they are more likely to support centre when it is operational.

2 @ 2marks

(1 + 1)

(iii)

Select a need.

2 marks

Implications for the committee of this choice.

2 @ 1m

Valid implication to the need is required.

Creche

Trained staff are required.
Specialist equipment may be needed.
There are Health & Safety concerns.

Youth Club/Cafe

How will the youth club/cafe be staffed e.g.volunteers or paid staff.
What age group will the club/cafe serve?
There may be food hygiene issues or Health & Safety requirements.
Specialist equipment may be needed.

Retirement Group

The garden will need maintenance.
Computers will have to be provided and staff to teach IT skills may be required.
The committee may have to decide on a variety of uses such as bowling, cards etc.

Meeting/training facilities:

Internet access will have to be provided.
Equipment for meetings such as desks, chairs will be required.
IT equipment e.g. computers, data projectors will be needed.
Free parking and easy access to the building will be needed.
Refreshments facilities are necessary for such a facility.
The committee will receive revenue by using the centre in this way.

Recreational:

Different size rooms may be needed depending on the use.
Should a full time manager be employed? The committee may decide that rooms can be hired by local groups.
Shower facilities may be needed if sports activities are planned.
The committee will need to determine the opening hours of the centre e.g. evenings and weekends.

Q.3

- (i) What are the benefits for the local community of using the FAS CES.
(ii) Set out the Finance Section of the Development Plan for Glencar resource centre, covering the initial set up and subsequent running of the centre.

12 marks

- (i)
1. Local people who are unemployed can get employment/alleviate social problems.
 2. The committee can save money by using these workers as their wages are paid by FÁS.
 3. This type of work might suit those who want to work part-time and remain in their local area.
 4. The committee can avail of different types of workers.
 5. Local people are trained/upskilled.
 6. Community spirit created. Locals are seen working on the project.

3 @ 1m

- (ii)
1. Set up the Finance sub-committee:
Appoint a treasurer, decide who signs cheques etc.
 2. Banking – Open a bank account/take out a loan.
Decide which bank to use, decide on the type of account e.g.deposit, current account etc.
 3. Apply for grants/CES
Research what grants are available and how to apply. The finance committee need to establish what information is required in order to get Lotto funding.
 4. Fundraising
How it will be done, when it will happen and who will be in charge? How much will be raised and what will it be used for e.g. Capital costs or Current/running costs.
 5. Budgeted start up costs:
Layout design and who will carry out this work. Renovation costs, materials and furnishings
 6. Budgeted daily running expenses of centre
Staffing costs, heating & lighting, cleaning & maintenance need to be estimated.
 7. Estimate income that can be generated from clubs,
Estimating how much revenue can be earned from charging for meeting rooms. Identify any other sources of revenue.

9 marks

3 @ 3m

(1 + 1 + 1)

2 points on set up + 1 on running

Or

2 points on running + 1 on set up

No repetition of points

Section C	General Questions	100 marks
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Q.1 (a) Name **four** other ways jobs can be advertised. **4 marks**

1. Internet/websites
2. Recruitment agencies
3. Job fairs
4. FAS training centres/offices
5. Notice board in shops/business/Billboard
6. Radio
7. TV
8. Magazines

4 @ 1m

(b) (i) Explain why Newsradio is seeking an employee with good interpersonal skills.

(ii) Explain why applicants are asked to submit references or name referees on their CV. **4 marks**

(i) Good interpersonal skills are important as the employee will be dealing with and communicating with different types of people and customers.
Employees must work well with others and work well as part of a team.

2 @ 1m

(ii) References are used to check the reliability of the potential employee/the quality of their work, suitability for the job etc/Referees provide vital information for a potential employer/verify that details given are correct

2@1m

(c) Write the letter of application for the position advertised. **9 Marks**

Sender's address	1m		
Addressee			
Date	1m	Spelling	1m
Opening- Dear..}	1m	Grammar	1m
Closing- Yours..}			
		Layout/Neatness	1m
RE:/Reason why they are writing	1m		
Statement	1m		
Enclose CV	1m		

(d) Describe how to leave a lasting impression at an interview in order to improve your chances of success. **8 Marks**

1. Turn up on time/be punctual.
2. Neat dress, portray a professional image/dressed appropriately/well groomed.
3. Be well prepared/know the facts about the company/review your CV/show that research on the job has been done.
4. Portray positive body language/shake hands/sit correctly/make eye contact/be courteous.
5. Speak clearly and slowly to ensure that the interviewer hears and understands all your answers. Appear confident.
6. Answer all the questions asked, ask for clarification if you do not understand what is being asked/have a intelligent question prepared.

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

Q.2 Volunteering is the practice of people working on behalf of others or a particular cause without payment for their time or service.

(a) Outline the reasons why people volunteer for community/charity organisations.

4 marks

1. They want to make a difference and contribute to the community or society/provide better amenities/services for a group of people/improve life for a group of people.
2. People want to do something positive with their freetime/unemployment.
3. It can improve personal skills.
4. Individuals might want to take on a personal challenge or improve self esteem/personal satisfaction/Gaisce.
5. Family members may have benefited from this organisation.
6. Can improve CV/gain experience.
7. Social aspect/meeting new people/making friends.

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

(b) State and explain the responsibilities a volunteer has towards the community/charity organisation.

6 marks

1. To respect the aims and values of the organisation. To behave at all times to uphold these values
2. To be committed to the work and do the work to a high standard/fundraising.
3. To attend all training sessions and put information received into practice at work.
4. To respect the confidentiality of the clients of the organisation.
5. Treat members/clients with respect and dignity.
6. Work well with other volunteers/team members.
7. Be trustworthy/reliable/punctual/dependable.

Relevant valid expansion required

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

- (c) Describe the issues the community/charity organisation must consider before recruiting volunteers. **6 marks**
1. Have they proper policies, procedures and job descriptions in place?
 2. Have they correct vetting procedures in place and who checks this?
 3. They must provide proper insurance cover and safe working conditions.
 4. They must ensure that there is adequate supervision, support/training and resources for volunteers.
 5. What areas/jobs are the volunteers needed for and the skill set requires/numbers required.
- 3 @ 2m
(1 + 1)**
- (d) Describe how the community/charity organisation can evaluate the success of its use of volunteers. **9 marks**
1. Review if the aims of organisation are being met e.g. are the needs of the organisation being met by the volunteers/is the organisation run effectively. They can check the level of volunteer involvement.
 2. Check the retention level of volunteers. Do volunteers stay for a long-term and do they remain loyal to the organisation?
 3. Survey the volunteers and see if they are satisfied with the work and feel valued by the management of the organisation. Ascertain whether or not they feel supported and whether they are benefiting from volunteering for the organisation.
 4. Have a group discussion of volunteers so that everyone can contribute. Ensure their opinions and feedback are spontaneous and honest.
 5. Survey the clients/local community; are their clients satisfied with the services provided? What would they change?
- 3 @ 3m
(1 + 2)**

Q.3 Teamwork is a major feature of modern working life as well as most LCVP activities.

- (a) Name **one** LCVP team activity you were involved with. **1 mark**
Any relevant activity. **1m**
- (b) Outline **three** benefits of teamwork in this LCVP activity. **6 marks**
1. Goals are achieved faster and the work is shared/more work is done.
 2. Decisions can be made or problems solved more quickly.
 3. The responsibility is shared so no one person is under too much pressure/everyone takes ownership of the part of the task they are responsible for.
 4. Members of a team will have a variety of strengths/skills or ideas/ Experience, skills shared/more ideas.
 5. Disputes are avoided as communication is essential in team work/everyone has a say.
 6. Pupils can work closely with those who have a common interest.
 7. Communication/interpersonal skills are improved.
 8. Pupils are more contented, as relationships with class members improve, better motivation.
- 3 @ 2m
(1 + 1)**

(c) Describe the characteristics of a successful team.

8 marks

1. There are a range of talents or strengths/they should be versatile.
2. All members are very committed to a common goal/self motivated to achieve/planning.
3. The roles and responsibilities of team members are clearly defined.
4. All ideas and opinions are heard and valued/tolerate others views.
5. There is trust and cooperation between team members and there is a good atmosphere.
6. There is a strong leader to motivate and support all team members/success is recognised.
7. There is regular communication/consultation between team members/problem solving.

4 @ 2m

(0, 2)

(d) (i) State and explain the difficulties/challenges associated with teamwork

(ii) Outline how these difficulties/challenges may be overcome.

10 marks

1. There may be some team members not pulling their weight.
There should be regular meetings to review progress of team members or to clearly define their duties.
2. Team members may not be working well together/dominant personality/controlling/personality clash.
Provide a team building exercise for members/bring in a mediator.
3. Disagreement
Members discuss decisions and agree to commit to final decisions or some decisions remain flexible so that agreement can be reached.
4. It may be difficult to plan and co-ordinate the work of the team.
A strong team leader is needed who clearly defines roles within the team/regular meeting.
5. There might be too much talking and not enough action/Lack of skill within the team.
Training is needed. The importance of sticking to time schedules need to be clearly established.

State and explain: 2 @ 3m
(2 + 1)

Overcoming: 2 @ 2m
(0, 2)

Q.4 Planning is essential in setting up and running an enterprise activity.

(a) Outline why planning is so important in setting up and running an enterprise activity.

4 Marks

1. Aims and activities are established clearly.
2. Everyone knows what they are working towards.
3. You can check the progress of the activity against the plan/to see if any changes are needed/make decisions.
4. It allows a time frame and deadlines which keeps everyone on track.
5. To draw up budgets/schedule of costs/be aware of financial requirements/resources needed/required when applying for a loan or a grant.
6. Carry out SWOT analysis, look at competition, identify weaknesses/anticipate problems.

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

(b) State **two** research methods used when planning this activity. Analyse the usefulness of each method used.

6 Marks

1. Telephone call, face to face meetings, talking with school Principal and teachers and anyone else involved.

Information can be requested directly.

Answers are instant answer.

Clarification can be provided if needed/questions explained.

Easy to do.

2. Survey/Questionnaire/Suggestion Box

It is inexpensive to carry out.

Different types of information can be gathered easily.

It is quick to administer and answers can be collated easily.

Anonymous.

Good response rate.

3. Internet

A wide variety of information can be accessed.

This can be done from your desk at any time of the day or night.

It is inexpensive to carry out this type of research.

(Information may not be specific to the needs of the activity/hard to filter information)

4. Brainstorming/Class Discussion/Group discussion

The entire class can be involved.

Everyone can give their opinion on ideas being expressed.

It is quick to administer and can be done in a single session.

5. Publications

Library free to access

Different types of information can be accessed

****Also accept valid criticism with an expansion**

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

- (c) Name **two** Leaving Certificate subjects that helped you in completing your part in the class enterprise activity. Give a reason for each choice. **6 Marks**

Naming subject	1m
Valid Reason for choosing the subject	2m
	2 @ 3m
	(1 + 2)

- (d) Review and evaluation is important at the end of an activity.

- (i) Describe the different areas of the enterprise activity that need to be evaluated
(ii) Explain why **each** of these different areas should be evaluated. **9 Marks**

1. Were the aims achieved/Did the activity go to plan/Was the correct product produced- This shows that they were realistic.
2. Were clients/teachers/students satisfied with the activity?
3. Teamwork/group performance, did all the class participate in the activity?
4. Time management – were the time schedules adhered to?
5. Costs – did the class keep within budget/make the expected profit.
6. New skills learnt/developed.

3 @ 3m
1 + 2m
(0, 2)

Q.5 An investigation into a local commercial business enterprise gives students a clearer understanding of the reality of running a business.

- (a) Name a local commercial business and identify the product/service it produces. **3 marks**
- | | |
|------------------|-----------|
| Name | 1m |
| Products/service | 2m |

- (b) Identify **two** agencies which provide support for business start-ups. Outline the type of support offered by each of these agencies. **6 Marks**

Name agency	1m
Type of support	2 @ 1m

1. County Enterprise Boards
Mentoring services
Gives advice
Start your own business courses
Grants for feasibility studies
Capital grants for capital equipment/costs
2. Enterprise Ireland
Offers grants
Gives advice
3. Local Area Partnerships
4. Leader Plus
Grants
Advice for new business in certain urban or rural areas or for certain types of business
Provide premises
Workshops/training
5. FAS/Solas
They provide training in certain areas
They work with local colleges providing courses
Employers can advertise jobs in their offices.
6. Udaras na Gaeltachta
7. IDA Ireland
8. Teagasc
9. Failte Ireland

- (c) Your class has decided to invite a business owner to speak to the LCVP class. Draft the agenda for the first meeting to organise this visit-in. **7 Marks**

Heading **1m**

Layout/numbered points **1m**

Agenda

1. Election of committee *
2. Draw up list of jobs to be done/permission from the principal.
3. Decide on date & time of visit/speaker
4. Discuss budget/costs
5. Divide up jobs to be done
6. AOB
7. Arrange the next meeting **5 @ 1m**
- * Compulsory point

- (d) (i) What steps should be taken to ensure the success of the visit-in?
(ii) Outline the most important factors for the successful running of a business. **9 Marks**

- (i)
1. Select a good speaker.
 2. Talk to speaker in advance so you know their requirements/confirm arrangements
 3. Make sure room is prepared correctly
 4. Check permission for visit with Principal
 5. Set up and check AV equipment in advance.
 6. Allow adequate time for the visit.
 7. Be clear on who is responsible for the different tasks. Committee in place.
 8. Do some research/Have questions prepared in advance. **5 @ 1m**

- (ii)
1. Financial- be realistic about the budgets.
 2. Make realistic Plans and keep to them.
 3. Do your research to have appropriate service/product.
 4. Employees need to be reliable, properly trained.
 5. Location of the business/near markets/good infrastructure.
 6. Good management/leadership + valid expansion.

2 @ 2m
(0, 2)

Q.6 The working world has changed in recent years.

- (a) Diversity in the workplace is encouraged in the modern working environment. Explain what is meant by diversity in the work place. **3 Marks**

There is a large mix of people working, male, female, young old, from different countries, ablebodied and having special needs.

Mix of people 1m + 2 examples @ 1m each

- (b) Explain the benefits that diversity in the workplace might bring. **6 Marks**
1. Younger employees can learn from older employees, vice versa.
 2. Employees come from different backgrounds so will have a different outlook/viewpoint, which may help in decision making.
 3. You learn tolerance /no one person is better than another.
 4. Different work attitudes will have a positive affect on others.
 5. Improve a variety of skills eg languages. **2 @ 3m (2 + 1)**
- (c) Employers have very clear legal responsibilities in relation to employing young workers (under 18 years of age). Outline **four** of these responsibilities. **8 Marks**
1. Employer must keep copy of birth cert/passport for all those under 18.
 2. Detailed records must be kept, name, DOB, start time, end time, pay rate.
 3. Compliance with law eg. early morning start times and late evening finishing/holidays.
 4. Breaks. Young workers are entitled to more frequent breaks than older employees.
 5. Written permission is required(u16)/consent of parent/guardian. **4 @ 2m (0, 2)**
- (d) State and explain the responsibilities of workers with regard to Health and Safety in the workplace. **8 Marks**
1. To follow all safety instructions/guidelines/procedures.
 2. Use machinery & equipment correctly.
 3. Wear all protective clothing etc..
 4. Report all accidents and safety hazards to management.
 5. Attend all safety training and practice skills/knowledge in work.
 6. Treat all others with respect. Do not bully in the workplace.
 7. Read the safety statement/notices and adhere to them. **4 @ 2m (1 + 1)**

