



Coimisiún na Scrúduithe Stáit State Examinations Commission

Leaving Certificate Vocational Programme

Link Modules Examination 2013

Wednesday 1st May 10.00 – 12.30

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)

Section A	Audio Visual	30 marks	Office Use Only	
Answer all questions.			1	2
Part 1				
Q.1 How long have Andrea and Tom been living in Co. Kilkenny?				
1 mark				
Q.2 State two ways that Tom and Andrea have benefited from life in rural Ireland compared to life in the USA.				
2 marks				
Q.3 How does the Kilkenny Craft Trail benefit ‘Stars by Night’?				
3 marks				

Section A	Audio Visual	30 marks	Office Use Only	
Q.8 What advice would you give to someone considering setting up a craft business in Ireland at present?			1	2
		6 marks		

AXEL COMPUTERS

Axel Computers, an American transnational corporation has had a manufacturing facility in Claragh since 1991. The Claragh plant manufactures components for desktop computers. It has been the main employer in the town since the early 1990s.

With the increase in popularity of laptops, tablet computers and smartphones the demand for larger desktop computers has fallen in recent years. As a result the workforce of the Claragh branch of Axel Computers has fallen to 500 compared to 1,300 at the peak of production in 1995.

In 2012, the American head office of Axel Computers announced that the Claragh plant will close in July 2013. There is obvious distress among staff and local business people. Although Axel Computers is not as important to the local economy as before it is still the main employer in the town.

The Claragh Chamber of Commerce and Claragh Town Council have decided to come together and devise a 'Plan of Action' to deal with the closure of the factory. It is hoped that they will come up with ideas and strategies to minimise the negative effects of the closure. Emphasis will be on job creation, training and community enterprise development. Their first task will be to contact relevant government agencies for support. A town meeting has been arranged so that locals can voice their opinions on developments.

Mark Ryan has worked at Axel Computers since he left school twelve years ago. He started working on the assembly line and worked his way up to his present position 'Manufacturing Technician'. Over the years he participated in as many training opportunities and courses as possible. His most recent job involved installing microprocessors into PC's. Like all other staff of the computer manufacturing firm, he is greatly concerned about the future. He is worried that his lack of a third level qualification and lack of varied work experience will make it more difficult to find employment in the current economic climate.

As Mark has worked for Axel Computers for twelve years he will receive a generous redundancy package. He is considering using this money to gain a formal qualification. The I.T. industry is still strong in Ireland but Mark knows that the major I.T. companies operate in the area of software development. He is interested in achieving a suitable qualification in Computer Software Development and Engineering but is not sure how to get the information on the relevant third level courses.

Axel Computers, in an attempt to help staff prepare themselves to re-enter the jobs market, has arranged for everyone to meet with recruitment experts. These professionals will advise on Curriculum Vitae preparation and help each worker to devise his/her strategy to gain employment. Axel will also organise support for staff who wish to set up a business of their own.

Section B	Case Study	30 marks	Office Use Only	
Answer all questions.				
Q.1 Explain three of the following terms: Smartphones Plan of Action Redundancy Package Curriculum Vitae			1	2
6 marks				

Answer four questions

INDEX AND SUMMARY

Section C contains 6 questions of 25 marks each and you should answer **any four**. To assist in deciding and locating the questions to answer, the following is the text of all the questions with the page number range for each. Answer your choice in the appropriate pages that follow in this booklet.

- Q.1 An entrepreneur's life is both challenging and rewarding. Pages 14 - 16**
- (a) Explain the term 'Entrepreneur'.
 - (b) Describe **two** benefits and **two** challenges for an entrepreneur.
 - (c) As part of the Leaving Certificate Vocational Programme you have investigated an entrepreneur in your local area. Outline the steps taken to prepare for the interview with this entrepreneur.
 - (d) State **three** essential personal characteristics of an entrepreneur. Explain the importance of **each** characteristic.
- Q.2 Work Experience/Shadowing is a great learning experience. Pages 17 - 19**
- (a) Outline how you prepared for your work experience placement.
 - (b) Interpersonal skills are very important in the workplace. Describe **two** different situations where you demonstrated interpersonal skills during your work experience placement.
 - (c) Explain how an employer can ensure that students have a meaningful and useful work experience.
 - (d) Explain the importance of evaluating work experience.
- Q.3 My Own Place activity is a valuable way to learn about your local area. Pages 20 - 22**
- (a) Outline the benefits of recreational facilities and organised activities for teenagers in local areas.
 - (b) The accompanying graph shows the results of part of a survey of teenagers about their preferred choice of recreational facilities in a small town. Explain the steps involved in the successful completion of a survey.
 - (c) Name a voluntary organisation or a community enterprise in your local area. Write a detailed account of the above body under **four** relevant headings.
 - (d) Community organisations depend on local people to volunteer their time and efforts. Describe how they could encourage more involvement by young people.
- Q.4 Learning about the businesses operating in your local area is a core part of the Leaving Certificate Vocational Programme. Pages 23 - 25**
- (a) Name a business you have visited as part of your Leaving Certificate Vocational Programme.
 - (b) Many local businesses actively help and support schools. Explain how a business can help secondary schools in its local area.
 - (c) Outline **four** ways the manager/owner of a business can ensure that the business targets are met.
 - (d) Many businesses have been affected by the current economic recession. Describe some of the strategies businesses could use to overcome the effects of this recession.
- Q.5 As part of the Leaving Certificate Vocational Programme you are required to organise a class enterprise activity. Pages 26 - 28**
- (a) List **two** methods of generating ideas for a class enterprise.
 - (b) Outline **three** reasons for carrying out market research.
 - (c) Draft the Resources and Costs (financial) section of an Action Plan using the information provided.
 - (d) Identify a product/service you might like to promote. State and explain **three** types of advertising that could be used to promote this product/service.
- Q.6 Visitors into the classroom are a valuable way of learning about local businesses/community organisations. Pages 29 - 31**
- (a) Outline the benefits of inviting a guest speaker into school to address the LCVP Link Modules class.
 - (b) Outline the steps that should be taken on the day of the visit in to ensure that the event is successful.
 - (c) Draft an email to the manager of a local business/community organisation inviting him/her to speak to the LCVP class.
 - (d) Describe how your class would evaluate the success of the visit in from the guest speaker.

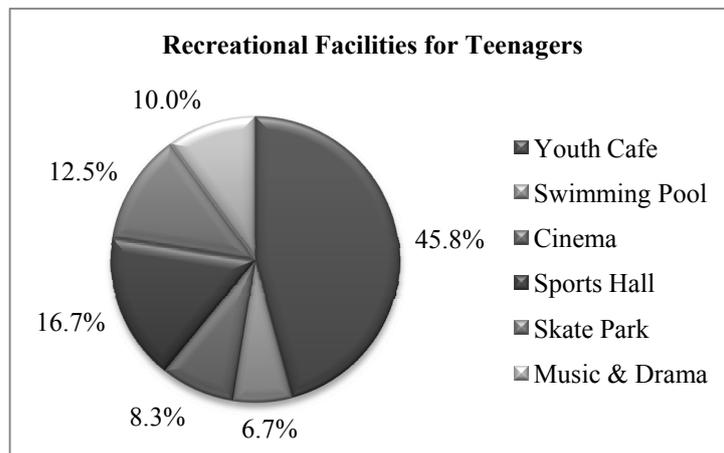
Section C	General Questions	100 marks	Office Use Only	
Q.1 An entrepreneur's life is both challenging and rewarding.			1	2
(a) Explain the term 'Entrepreneur'.				
4 marks				
(b) Describe two benefits and two challenges for an entrepreneur.				
4 marks				

Section C	General Questions	100 marks	Office Use Only
Q.3	My Own Place activity is a valuable way to learn about your local area.	1	2
(a)	Outline the benefits of recreational facilities and organised activities for teenagers in local areas.		

4 marks

(b) The accompanying graph shows the results of part of a survey of teenagers about their preferred choice of recreational facilities in a small town.

Explain the steps involved in the successful completion of a survey.



6 marks

Section C	General Questions	100 marks	Office Use Only	
Q.4 Learning about the businesses operating in your local area is a core part of the Leaving Certificate Vocational Programme.			1	2
(a) Name a business you have visited as part of your Leaving Certificate Vocational Programme.				
1 mark				
(b) Many local businesses actively help and support schools. Explain how a business can help secondary schools in its local area.				
8 marks				

Section C	General Questions	100 marks	Office Use Only	
Q.5	As part of the Leaving Certificate Vocational Programme you are required to organise a class enterprise activity.		1	2
(a)	List two methods of generating ideas for a class enterprise.			
		2 marks		
(b)	Outline three reasons for carrying out market research.			
		6 marks		

Section C	General Questions		100 marks	Office Use Only	
Q.6 Visitors into the classroom are a valuable way of learning about local businesses/community organisations.	1	2			
(a) Outline the benefits of inviting a guest speaker into school to address the LCVP Link Modules class.					
4 marks					
(b) Outline the steps that should be taken on the day of the visit in to ensure that the event is successful.					
5 marks					

For Examiner use only Written Examination Paper

	Marks Awarded
Section A	
Section B	
Section C	
Q.1	
Q.2	
Q.3	
Q.4	
Q.5	
Q.6	
Total	

Examination No.

1. Total of end of page totals.	
2. Aggregate total of all disallowed answers.	
3. Total marks awarded (1 minus 2).	

Portfolio Assessment

	Marks Awarded
1	
2	
3	
4	
5	
6	
7	
8	
Total	

1. Total marks.	
2. Aggregate total of all disallowed items.	
3. Total marks awarded (1 minus 2).	