



Coimisiún na Scrúduithe Stáit
State Examinations Commission

LEAVING CERTIFICATE 2015

MARKING SCHEME

Link Modules

COMMON LEVEL

Note to teachers and students on the use of published marking schemes

Marking schemes published by the State Examinations Commission are not intended to be standalone documents. They are an essential resource for examiners who receive training in the correct interpretation and application of the scheme. This training involves, among other things, marking samples of student work and discussing the marks awarded, so as to clarify the correct application of the scheme. The work of examiners is subsequently monitored by Advising Examiners to ensure consistent and accurate application of the marking scheme. This process is overseen by the Chief Examiner, usually assisted by a Chief Advising Examiner. The Chief Examiner is the final authority regarding whether or not the marking scheme has been correctly applied to any piece of candidate work.

Marking schemes are working documents. While a draft marking scheme is prepared in advance of the examination, the scheme is not finalised until examiners have applied it to candidates' work and the feedback from all examiners has been collated and considered in light of the full range of responses of candidates, the overall level of difficulty of the examination and the need to maintain consistency in standards from year to year. This published document contains the finalised scheme, as it was applied to all candidates' work.

In the case of marking schemes that include model solutions or answers, it should be noted that these are not intended to be exhaustive. Variations and alternatives may also be acceptable. Examiners must consider all answers on their merits, and will have consulted with their Advising Examiners when in doubt.

Future Marking Schemes

Assumptions about future marking schemes on the basis of past schemes should be avoided. While the underlying assessment principles remain the same, the details of the marking of a particular type of question may change in the context of the contribution of that question to the overall examination in a given year. The Chief Examiner in any given year has the responsibility to determine how best to ensure the fair and accurate assessment of candidates' work and to ensure consistency in the standard of the assessment from year to year. Accordingly, aspects of the structure, detail and application of the marking scheme for a particular examination are subject to change from one year to the next without notice.

LCVP
Link Modules Examination
2015
Marking Scheme

Written Examination

| |
|------------------------------------|
| Examination Total marks 160 |
| Distinction 128 marks |
| Merit 104 marks |
| Pass 80 marks |

| | | |
|------------------|---------------------|-----------------|
| Section A | Audio Visual | 30 marks |
|------------------|---------------------|-----------------|

Part 1

| | |
|---|---------------|
| Q.1 What type of business did Sylvia initially want to set up? | 1 mark |
|---|---------------|

She wanted to set up a recording studio.

1m

| | |
|--|----------------|
| Q.2 Why was this type of business suited to Sylvia? | 2 marks |
|--|----------------|

1. She had studied sound engineering in Pulse College, Galway.
2. She had worked in a radio station for two and a half years.
3. She always had an interest in music and music production.

2m
(1 + 1)

| | |
|---|----------------|
| Q.3 State the niche market identified by Sylvia as a result of her feasibility study. Outline why this market might be successful for Sylvia. | 3 marks |
|---|----------------|

- (i) To record professional wedding bands playing live at a wedding. 1m
- (ii)
 1. There are not many bands which have a good professional recording of themselves playing at a wedding.
 2. Sylvia and her friend already have the equipment to record the wedding bands.
 3. Bands would be willing to pay for a good professional recording of themselves.
 4. It saves time and money to record bands at a wedding and remaster the recording in the studio later.

2m
(0/2)

Part 2

| | |
|--|----------------|
| Q.4 What has Sylvia learned from her previous experience in running a business? | 4 marks |
|--|----------------|

1. She was involved in a minicompany in LCVP/where she learned the importance of good advertising.
2. She also learned how to control finances/e.g. she will collect a deposit from each band before the recording and the balance will be paid when the recording is completed.

2 @ 2m
(0/2)

| | |
|---|----------------|
| Q.5 Explain the type of supports the Local Enterprise Office could offer Sylvia. | 4 marks |
|---|----------------|

1. They can provide grants for start-up costs such as equipment/feasibility study.
2. They have a rural development programme if the business is to be located in a rural area.
3. The Local Enterprise Office run a 'Start Your Own Business' course every Monday night for six months/covers all aspects of setting up a new business/business plan/supports for a new business.

2 @ 2m
(0/2)

Q.6 Outline the potential problems that need to be resolved before Sylvia can proceed with her business idea. **4 marks**

1. It is a one off service she is providing and a wedding band will only need one recording/use the service once.
2. She needs to determine how many wedding bands are performing to show she has a target market.
3. Finances need to be confirmed e.g. how much would a wedding band be willing to pay for the recording.
4. Needs to improve her business plan to answer specific questions asked relating to the demand/to get support from the Local Enterprise Office.

2 @ 2m
(0/2)

Part 3

Q.7 Seán was critical of some aspects of Sylvia's business plan. Explain the importance of a business plan. Suggest how Sylvia could improve her business plan for the next meeting with Seán. **6 marks**

(i)

1. A business plan is important to show the viability of the business/highlights problems/weaknesses.
2. It is an important document to encourage investors.
3. It is a good guide to managing a business/staffing/resources.
4. Setting aims/objectives/can be used to check progress.

1 @ 2m
(0/2)

(ii)

1. Sylvia needs to demonstrate that there is a demand for professional live performance and that there is repeat business/write down the names of actual bands/how much they are willing to pay.
2. She needs to show how income will be earned/their website could sell advertisement space to other wedding services/there is a click per view option on YouTube.
3. They need to emphasis their profile on Facebook and Twitter.
4. The product, finance and marketing sections of the plan require more development.
5. Record the band before the next meeting to show a sample of their work.

2 @ 2m
(0/2)

Q.8 Explain the benefits of the Mentoring Programme offered by the Local Enterprise Office. **6 marks**

1. The Mentoring Programme offers practical, sound, one to one advice and guidance from an experienced business person/advice/assist on applying for grants.
2. They can listen/help to identify problems areas which need improvement.
3. They contribute by giving independent, informed observations/to aid a company in its decision making process.
4. They can get involved in the following areas:

General management
Finance
Marketing

Corporate Organisation
Business plan
Website planning and design

3 @ 2m
(1 + 1)

Q.1 Based on your reading of this case study explain **three** of the following terms:

- Mission Statement
- Stakeholders
- Equality of opportunity
- Entrepreneur
- CV

6 Marks

1. A Mission Statement is a official document that sets out the goals, purpose, values, beliefs and work of a company or organisation.
2. Stakeholders – this is a person, group or organisation (customers, employees, local community, interests groups, suppliers, investors, government, entrepreneurs)/that has an interest or concern in an organisation/it is anyone who can affect or is affected by an organisation, strategy or project.
3. Equality of opportunity means that all applicants for new jobs or promotion opportunities are treated fairly/equally with no discrimination (race, religion or example of discrimination).
4. Entrepreneur – a person who uses their initiative/comes up with a business opportunity/idea, takes the risk and starts a new business with a view to making a profit.
5. CV – Curriculum Vitae, a document used to apply for a job/used when seeking employment/showing the personal details, qualifications and employment experience of an individual.

3 @ 2 m
(1 + 1)

- Q.2** (i) Explain the term ‘Corporate Social Responsibility’.
 (ii) Outline a corporate social responsibility policy implemented by Robert and Maria.
 (iii) Outline the areas that Recruit Me Ltd would recommend for inclusion in a corporate social responsibility strategy for another company.

12 marks

- (i) Corporate Social Responsibility is a business practice which involves participation in initiatives/that benefit society/local community.

2 @ 2m
(0/2)

- (ii) 1. Robert and Maria have set up a free Careers Programme

2m
(0/2)

includes developing a professional profile/preparing a CV/practising successful interview techniques/they also provide employment/job matching supports.

2 @ 1m

or

2. They offer support to new start-up enterprises as follows:
 fully serviced desks for a nominal rent/access to printing, broadband & communications facilities/support when applying for grants/help with legal and tax issues.

(iii) Recruit Me Ltd would recommend the following:

1. The need to deliver a level of social responsibility - get involved with the local community whenever possible - (mentors/sponsorship/visit in/out/work experience/etc.)
2. This will require consultation with staff/the local community about the CSR policy/to help decide on an appropriate CSR policy.
3. Environmental awareness (plant trees, water treatment, monitoring waste).
4. Working conditions for employees, recruitment procedures, training and promotions practices/need to recognise the importance of fairness, equality of opportunity and the value of all types of work.

2 @ 2m
(0/2)

- | |
|---|
| <p>Q.3 (i) Explain the term ‘diversification’ as used in the case study. (ii) Discuss the reasons why it is important for a business to diversify.</p> |
|---|

12 marks

- (i) Diversification is a business strategy which is designed to reduce **risk** by spotting and exploiting new market opportunities for their products/services by using their existing skills to offer complimentary services or expanding into a completely different market.

In the case study Robert and Maria were too dependant on the business of four large multinational companies so they diversified into other areas such as:

1. Expanding their CSR strategy to provide supports for jobseekers in the Irish market.
2. Advising other companies on a CSR strategy.
3. Providing supports to start-up enterprises.

2 @ 2 m
(0/2)

(ii) The reasons why a business should diversify are as follows:

1. To protect the company in an economic downturn + valid expansion.
2. Spread the risk of the company by not relying on one or two products/depending on just one or two sources of income/e.g. if one supplier goes out of business they still have enough business to remain profitable.
3. To avoid relying on products which have seasonal fluctuations by producing goods/services which have different demand cycles.
4. To enable the company to expand so that greater profits are earned.
5. To provide protection from competing firms e.g. Tesco and Dunnes Stores expanded into offers on electrical goods to compete with the special offers made by Aldi/Lidl/competition.
6. To make better use of the existing resources of the firm. The firm may not be using all its staff and equipment to the full potential.

4 @ 2m
(1 + 1)
8 marks

| | | |
|------------------|--------------------------|------------------|
| Section C | General Questions | 100 marks |
|------------------|--------------------------|------------------|

Q.1 Planning is an essential element to the success of any activity.

| | |
|---|----------------|
| (a) Name and give a brief outline of an LCVP activity that involved planning. | 4 marks |
|---|----------------|

| | |
|---------------------|---------|
| Name | 2m |
| Outline of activity | 2m |
| | (1 + 1) |

| | |
|--|----------------|
| (b) Explain three benefits of planning for this activity. | 6 marks |
|--|----------------|

1. It defines the goals/aims/objectives/targets/so people know what they are working towards.
2. Any weaknesses can be identified and addressed.
3. Planning brings order and clarity to an activity/allows for a time frame and deadlines which keeps everyone on track.
4. The needs/resources required can be anticipated e.g. finances, staff, premises, materials etc.
5. The roles and duties of each team member are clearly defined/everyone knows what they are working towards.
6. Planning provides a basis for monitoring results/measuring success/check the progress of the activity against the plan/to see if any changes are needed/make decisions.

3 @ 2m
(1 + 1)

| | |
|---|----------------|
| (c) Outline three different research methods used to obtain the necessary information for this activity. | 6 marks |
|---|----------------|

The method of research must be specific to the activity named in part (a).

1. Internet
2. Personal interview
3. Telephone/letter/email to organisation/Principal
4. Surveys/questionnaires
5. Library
6. Brainstorming/class discussion

3 @ 2m
(1 + 1)

| | |
|--|----------------|
| (d) Discuss three methods used to evaluate this activity. | 9 marks |
|--|----------------|

1. Questionnaire – can be given to the whole class/persons involved.
 - It is easy to administer/collate results.
 - It can be completed anonymously.
 - It is generally inexpensive.
 - Response rates tend to be good.
 - If correctly designed it can be objective.
2. Ask the teacher/person involved for their opinion.
 - This allows the class to practise communication skills.
 - If questions are unclear they can be explained.
 - It is very easy to organise and carry out.
 - There is no cost involved.
 - Honest feedback/review of the activity can be received.

3. A written report can be produced.
 - The information provided in the report allows the reader to get a good insight into the activity.
 - This is an easy method to use as class members must produce a report for the Portfolio of Coursework.
 - Reports can be discussed/compared for quality and content.
4. Review teamwork – what teamwork elements worked well/didn't work well?
 - Did all team members work well as a team?
 - Were all class members aware of their role and function?
 - How were any conflicts handled?
5. Class discussion – opinions and discussions on the activity.
 - It is easy to organise.
 - A variety of opinions/views can be given.
 - Everyone has a chance to speak.
6. Review of the aims/objectives
 - Have we achieved what we set out to do e.g. profit?
 - To measure the results against the aims/objectives.

3 @ 3m
 (1 + 1 + 1)
 1m – Method
 1m - Explanation
 1m – Why

Q.2 Voluntary bodies carry out an important role in our local communities.

| | | | |
|-----|------|---|----------------|
| (a) | (i) | Name a local voluntary body in your area. | |
| | (ii) | Explain the term 'volunteer'. | 3 marks |

- (i) Name of voluntary body 1m
- (ii) Definition of volunteer: a person who works for the benefit of other individuals/particular cause/society without expecting any financial reward for their work. 2m
(1 + 1)

| | | | |
|-----|--|--|----------------|
| (b) | Explain how a local voluntary body differs from a commercial business. | | 6 marks |
|-----|--|--|----------------|

3 @ 2m
 (1 + 1)

| Voluntary Bodies | Commercial Business |
|---|---|
| 1. Rely on people who work for nothing e.g. volunteers. | 1. Employ staff and pay wages to workers. |
| 2. Non profit making/concerned with social issues. | 2. Motivated by making profit. |
| 3. They are financed by donations/grants/fundraising. | 3. Raise funds through loans, investors. |
| 4. They are accountable to those who avail of services/clients. | 4. They are accountable to shareholders/owners. |
| 5. Aim is to help others. | 5. Aim is to produce a product/supply service. |
| 6. Benefits the community. | 6. Benefits owners/investors |

(c) Outline **four** ways a local community benefits from the presence of a voluntary body in the area.

8 marks

1. They provide services to the community/to help people in need/support a local cause.
2. They can create employment by hiring full time staff/give volunteers an opportunity to upskill.
3. Young people can get work experience with them and can experience the work of the voluntary body.
4. Local amenities or environment can be improved/tidy towns.
5. A good community spirit is generated/fosters pride in the local area/there might be an increase in the number of volunteers/ provides an opportunity for people to volunteer.
6. Grants received could be used locally e.g. improving local resources or facilities.

4 @ 2m
(1 + 1)

(d) Explain the ethical obligations of volunteers when working for a voluntary body.

8 marks

1. Volunteers must be reliable and committed to the voluntary body/aspirer to do the tasks assigned to them to the best of their ability/act according to the voluntary body's goals.
2. Confidentiality - volunteers should agree not to disclose information acquired while volunteering.
3. Refusal to accept benefits - volunteers should not benefit in any way from the voluntary bodies clients or any other person.
4. Avoid a conflict of interest - between their activity, position within the voluntary body in which they are engaged.
5. Reporting unethical behavior - including misappropriation of funds/unlawful conduct.
6. Obligations to the client/members - respect/treat them with dignity/be responsible/patient/tolerant/refrain from discrimination/respect individual difference.
7. Be trustworthy/respect the voluntary body's property/protect the voluntary body's good standing/punctual/honest/dependable.
8. Ensure they have the necessary skills to the job/to attend all training sessions and to put information received into practice.

4 @ 2m
(1 + 1)

Q.3 Work experience/work shadowing gives you an important insight into the world of work.

(a) State three methods of finding a work placement. 3 marks

1. Personal contacts/family/teachers/word of mouth
2. Sending out CVs/letters to potential employers
3. Personal visit
4. Telephone
5. From part time work
6. Use the internet/national newspapers
7. Send emails.

3 @ 1m

(b) Write a letter to an employer of your choice requesting a three day work placement. 10 marks

| | |
|---|----|
| Addresses | 1m |
| Date | 1m |
| Opening/closing salutation | 1m |
| Introduction | 2m |
| Dates of work experience/work shadowing | 1m |
| Closing paragraph (*CV enc) | 2m |
| Layout - Paragraphs/address position/overall impression | 2m |

* compulsory item

(c) Explain three characteristics that make a person more employable. 6 marks

1. Hard-working – productive, hard-working people are better for a business.
2. Good communicator – individuals need to be able to communicate with managers, other workers and customers.
3. Punctuality – It is essential that all workers are on time for work.
4. Team-player – teamwork is a major feature of any work place. Workers need to get on with other team members and also perform their assigned tasks.
5. Shows initiative – Employers need workers who can work by themselves and do not need constant direction/positive attitude.
6. Honest/trustworthy – It is essential that workers do an honest day's work for their remuneration. They will not damage or steal any of the employer's property.

This list is not exhaustive

3 @ 2m
(1 + 1)

(d) Describe **three** ways your participation in work experience has prepared you for the working world. **6 marks**

1. It gives practical experience of the job/career you are interested in pursuing.
2. The world of work/what new behavior/attitude is expected from you e.g. good time-keeping, length of working day/certain qualities required.
3. New skills are developed such as teamwork and interpersonal skills.
4. Self-esteem/confidence can be improved. As a result of participating in work experience and handling different situations your self-esteem/confidence can be boosted/interaction with adults other than teachers.
5. It can help with CV preparation/completing application forms/good interview techniques as all of this must be done in order to get work experience.

3 @ 2m
(1 + 1)

Q.4 Well regulated businesses have an impact on employers, employees and the environment.

(a) (i) What is a trade union?
(ii) Name **two** trade unions. **5 marks**

(i) A trade union is an organisation of workers/who try to improve the pay/working conditions of its workers/represent workers in disputes. 3 @ 1m

(ii) Name any two trade unions
TUI/ASTI/INTO/INMO/SIPTU/IMPACT/UNITE/MANDATE/NBRU 2 @ 1m

(b) Outline **four** benefits of being a member of a trade union. **8 marks**

1. Trade unions negotiate agreements with employers on pay and conditions.
2. The trade union will represent members during major changes to the work place such as large scale redundancies.
3. They can provide their members with information, advice and support.
4. They can provide education facilities and training.
5. They mediate with employers to resolve disputes/bullying incidents.
6. Trade unions lead to greater solidarity among workers.
7. Consumer benefits/ such as discounted insurance/VHI.

4 @ 2m
(1 + 1)

- | | | | |
|-----|------|--|----------------|
| (c) | (i) | Explain a contract of employment. | |
| | (ii) | Identify four items which should be included in a contract of employment. | 6 marks |

- (i) A **written** document*/between an employer and employee specifying the terms and conditions under which a person consents to perform the work they are employed to do/in return for an agreed wage or salary.

2m
(1 + 1)

* compulsory item

- (ii) Identify **four** items which should be included in a contract of employment.

1. It shows details on wages/salary, how much should be paid/when payments are made/the method of payment/overtime bonus.
2. Holiday entitlements such as when work year begins/when holidays can be taken/the number of days allowed are clearly stated.
3. It includes sick leave entitlements such as the number of days before a cert is needed/details on the amount to be paid when ill.
4. The details of the job to be carried out/job title are clearly outlined.
5. It should show a code of conduct/grievance procedure e.g. the individual who deals with complaints and how a complaint should be made.
6. The contract should give details on statutory leave such as parental leave/maternity leave.
7. The employers' name/address and the employees' name/address should all be clearly stated.
8. The contract should show the start date or duration of contract for employees.
9. The employee must sign the contract.

4 @ 1m

- | | |
|-----|---|
| (d) | Describe three responsibilities of an employer in relation to health and safety regulations. |
|-----|---|

6 marks

1. They must prepare a safety statement (a document that outlines how a company manages health and safety/ensure risks are assessed).
2. To provide safe working condition/proper facilities/breaks/holidays/working machines correctly etc. The employer must ensure that equipment is safe and workable/to provide proper training/instruction.
3. Provide P.P.E. (Personal Protective Equipment) where necessary e.g. goggles, steel-toe cap boots, helmets, hard hats, ear plugs, gloves, aprons, hair nets etc.
4. Adequate signs displayed/fire drills/fire equipment/fire exits.
5. Take steps to prevent bullying. There should be procedures in place to deal with harassment, these issues should be dealt with immediately.
6. Appoint a Safety Officer/report accidents to Health and Safety Officer

3 @ 2m
(1 + 1)

Q.5 You have been asked to complete an investigation on a career of your choice.

(a) What is a career investigation? **2 marks**

A career investigation is/research carried out to get information about a particular job/career/including the skills and qualities necessary to carry out the job/as well as the entry pathways into the job/career.

2m
(1 + 1)

(b) (i) Name a career you investigated.
(ii) List the steps that could be used to investigate this career. **5 marks**

(i) Name of career. 1m

(ii) The steps used to investigate this career:

1. Description of the career/duties involved
2. Skills/qualities required for the career
3. Careers Guidance Teacher
4. Self-assessment stage/skills interests/DATS/LC subjects
5. Course search/education options e.g. Careers Portal, Qualifax
6. Out of class learning-interview a person in the career/attend open days/work place learning
7. Evaluation

4 @ 1m

(c) State **two** Leaving Certificate subjects required for this career.
Explain the relevance of these subjects to your career choice. **6 marks**

State the two subjects 2 @ 1m

Explain the relevance of the subjects 2 @ 2m
(1 + 1)

(d) Describe **two** pathways into your chosen career using suitable headings. **12 marks**

Course Title
Duration
College name/location
Entry points/requirements
Details of course
End qualification/name of qualification

[6 @ 1m] x 2

Q.6 Your LCVP class has decided to set up a new Loom Band enterprise to raise funds for a local charity.

(a) List four methods of idea generation. 4 marks

1. Brainstorming/suggestion box/mind map/class discussion/placemats/ask teacher.
2. Copy idea from a previous business.
3. Do market research/internet/surveys/questionnaires.
4. Study hobbies/interests.
5. Look at what is on sale in shops.
6. Adapt competitor's ideas/ideas from abroad.
7. Finding solutions to problems.
8. Identifying gaps in the market. 4 @ 1m

(b) Questionnaires will be used as part of the market research for this product.

- (i) What is market research?
- (ii) Identify **three** methods, other than a questionnaire, used as market research tools. 5 marks

- (i) Market research is the collection, recording and analysis of information gathered/allows you to make decisions of how to proceed in business. 2 @ 1m
- (ii) Methods of market research
Interviews/sampling/panel studies/observation/internet/telephone/existing records/government publications 3 @ 1m

(c) Explain **four** disadvantages of using a questionnaire as a market research tool.

8 marks

1. If a question is omitted it may not be possible to ask the respondent again especially if there is anonymity.
2. Respondents may not answer the questions honestly/biased questions/answers/leading questions/closed questions.
3. It can be difficult to get an adequate response to a postal questionnaire or one that requires the respondent to return it.
4. Respondents can ignore certain questions; they may not be willing to answer a question as they do not want to reveal information about themselves.
5. Respondents may misinterpret questions due to poor design and ambiguous language therefore skewing the results.
6. If a questionnaire is too long complex, questionnaire fatigue may set in/time consuming.
7. Questionnaires are not suitable for the visually impaired.
8. Can be difficult to get an appropriate sample to complete/to reflect your target market/sample may not be representative of the target market.
9. Questionnaires are expensive to administer/print/distribute.

4 @ 2m

(1 + 1)

1m – statement

1m – disadvantage

(d) Describe how Information and Communications Technology (ICT) could be used effectively in this enterprise.

8 marks

1. Desk-top publishing could be used to make posters for promoting and advertising the enterprise/printing labels/posters.
2. A social media presence could be created such as Facebook, Twitter to provide information and updates about the loom bands. It could also be used to take orders.
3. The internet/website/online - could be used to source and order raw materials at the lowest possible cost/advertisement etc.
4. E-mail/mobile phone/instant messaging could be used to contact individuals involved/used by class to keep in contact.
5. Wordprocessing could be used to create invoices and other necessary documents. The mail merge facility could be used for sending correspondence.
6. A database programme could be used to set up the details for all customers.
7. Spreadsheets could be used for budgeting purposes as well as presenting financial statements.
8. CAD/CAM - product design.
9. Powerpoint - can be used to make a slide presentation about their enterprise/to show presentations at enterprise competitions.

4 @ 2m

(1 + 1)

1m – method

1m – use

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