



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate 2016

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

2016

Solution & Marking Scheme

Written Examination

Examination Total marks 160

Distinction	128 marks
Merit	104 marks
Pass	80 marks

Section A	Audio Visual	30 marks
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Part 1

Q.1 What type of product do TechMedPro make?	2 marks
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TechMed Pro is a company which manufactures medical devices. 2 m

Q.2 What is a Senior Team Leader in TechMedPro expected to do?	2 marks
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1. Work with teams/to help develop and improve TechMedPros products.
2. Help drive high performance/motivation/quality assurance within the team.
3. Oversee the production line. 2 @ 1m

Q.3 Why does Siobhán consider herself to be a competent employee?	2 marks
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1. Under her supervision targets are always met.
2. Strict on time keeping. 2 @ 1m

Part 2

Q.4 Explain why Siobhán believes her leadership style is effective.	4 marks
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1. She meets her production targets/or she will get the blame.
2. Worked for TechMedPro for 3 years/they never complained she did not meet her targets.
3. She motivates them/she tells them what their targets are/she makes sure they reach them.

2 @ 2m
(1 + 1)

Q.5 Why is motivation from within considered more beneficial to employees?	4 marks
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1. Fosters pride in ones work.
2. Encourages happier work place.
3. Can lead to greater productivity/creativity/work harder/work better.

2 @2m
(0/2)

Q.6 Explain some of the ways Siobhán could motivate her team to perform better.	4 marks
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1. Try to inspire them.
2. Advance their skills.
3. Give them variety in their work.
4. Job rotation.
5. Listen to feedback.
6. Monetary/non monetary rewards.
7. Let them make decisions/share decision making. 4 @ 1m

Part 3

Q.7 Outline the differences between a manager and a leader. **6 marks**

Manager

1. Controls
2. Focuses on task in hand
3. Strict with people/apathy/disengaged
4. Tells them what to do

Leader

- Inspires/motivates
- Sees the bigger picture
- Empathetic
- Facilitates creativity

3 @ 2m (0/2)

Q.8 Explain the reasons why it is important for TechMedPro to provide appropriate staff training in relation to feedback in the workplace. **6 marks**

Training in giving and receiving feedback, both positive and negative will help staff to learn areas to improve on:

1. Improves communication within the workplace.
2. Key tool in successful motivation and leadership.
3. Outline areas to improve upon/lets employees know what is expected of them.
4. Creates more convivial work environment.
5. Increases Productivity.
6. Better decisions are made.

6@1m

Q.1 List **three** stakeholders that could be involved in Glenor's Development Committee. **6 marks**

1. Local people, residents, employees
2. Local businesses/employers/entrepreneurs
3. Industry
4. Government agencies – LEO/CEB, Leader, Solas/FAS, Failte Ireland, ETB, APC
5. Local voluntary/charitable organisations
6. Local community groups
7. Sporting organisations
8. Financial services/Investors
9. Schools
10. Interest groups
11. Suppliers
12. Local politicians/county councilors/TDs/County Council

3 @ 2m(0/2)

Q.2

(a) Consider one of the stakeholders mentioned in Q1.

(i) Outline what benefits he/she can bring to the committee.

(ii) Give **two** benefits to this stakeholder of becoming involved with the committee.

6 marks

(i) Type of support discussed specific to the stakeholder chosen.

1. Skills/expertise
2. Donations/fundraising
3. Help with applying for grants
4. Training offered for others
5. Provide personnel/volunteers
6. Increases success/profitability of projects
7. Knowledge of the local area
8. Good contacts

2 @ 1m

(ii) **(If not linked; mark both and disallow the lower mark)**

1. Business improvement
2. Recognition of the contribution they have made/increase their profile/good for public image/they are seen as giving back to their local community/sense of achievement and pride in improving their community
3. Corporate Social Responsibility aspect
4. More informed on local issues
5. Get a say in the development of their own town
6. Good for networking – may meet people who would be able to help their own business
7. May help them develop new skills
8. Social aspect
9. Personal/ Use their involvement with the committee to improve their CV.

2 @ 2m
(1 + 1)

Q2 (b) State and explain three benefits the development committee's work brings to the area. 6 marks

1. May create business or employment.
2. Local amenities/facilities improved.
3. Local environment improved – Tidy towns improves the appearance of the area for all residents.
4. Corporate Social Responsibility aspect.
5. Recognition for town from Tidy towns award – may bring more visitors to the area.
6. Improved Community Spirit
7. Increase town prosperity/financial gains/increased income generated from tourism

3 @ 2m(1 + 1)

Q.3 (a) Why does the committee need to develop a plan for the long-term project? 6 marks

1. Identifies the goals/objectives you wish to achieve. It defines the goals/aims and objectives/can assess actual performance compared to what is expected.
2. Sets out an objective that is achievable and measurable/brings clarity/structure to your plan. /Planning helps anticipate problems and aids problem solving.
3. Helps to establish resources required/staffing/materials/equipment etc.
4. Helps to keep track of who is responsible for what.
5. Identifies the steps needed to achieve their goal/helps decision making/helps you see how aims and objectives can be met/Sets out a time plan/completing work to a deadline.
6. Banks or other financial institutions/agencies will require a plan if you apply for a loan or look for a grant.
7. Allows you to plan for the future – costings/finances/capital purchases –be realistic about finances needed

3 @ 2 marks
(1 + 1)

(b) Identify one other possible project that could be developed. How would you evaluate its short and long term success? 6 marks

Identify the project (1m)

1. Employment created.
2. Financial viability.
3. Improvements to the area's facilities.
4. Was there an increase in PR/profile for area.
5. Did the project attract other industry/create spin off business.
6. Was there a positive Environmental impact.
7. Is the Project sustainable into the future/still popular.
8. Ease of operation.
9. Wins awards.
10. Feedback from customers.
11. Did we achieve the aims and objectives.

5 @ 1m

Section C	General Questions	100 marks
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Q.1

Entrepreneurs are enterprising people and are essential in today's society.

(a)(i) Name an entrepreneur known to you.	1 mark
(ii) Explain the term 'enterprising'.	4 marks

(i) Any named person 1m

(ii) Doing something new/ and challenging/ taking initiative/ being prepared to take a risk

2@2m

(b) Outline three characteristics of an entrepreneur.	6 marks
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Risk-takers

Motivated

List is not exhaustive

Innovative

Determined

Hardworking

Decisive

Future-focused

Self-confident

3 @ 2m

(1 + 1)

(c) Discuss three reasons why an entrepreneur would start his/her own business.	6 marks
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1. Be their own boss- take control and make their own decisions.
2. Profit/see their business grow- they take on the risk but reap the rewards.
3. Entrepreneurs can choose the people they want to work with. Surround themselves with like-minded people.
4. Manage their own time- They can balance work/life as they need. Choose their own working hours/holidays particularly as the business grows
5. They can challenge themselves with new opportunities, being creative and learning new things/personal ambition. Have a family tradition of business.
6. Sense of pride on what they have achieved/built. More satisfying to work for oneself rather than be employed
7. Can't find a job so they set up their own business/redundancy/recession.
8. See a gap in the market and set up a business to fill the gap.

3 @ 2m

(1 + 1)

(d) Describe **four** challenges an entrepreneur might encounter when setting up his/her own business. **8 marks**

1. Getting the product or service right- good quality/good after sales/doing initial market research.
2. Getting finance from family/banks/investors – without sufficient funds they may not be able to start the business- needed for premises/machinery/stock/day-to-day running expenses.
3. Marketing their service/product -finding customers/create awareness/having a sufficient market for your service or product.
4. When to quit the job they may already be in - effect of lack of time/salary.
5. Dealing with stress, long hours, family life suffers, negative people and self-doubt.
6. Managing their money- banks, staff wages, taxes, VAT payments etc/day-to-day running expenses.
7. Dealing with competition- who they are/market share/influence on price and quality of the product/service.
8. Finding the right business location - proximity to their market/easy to get raw materials at reduced transport costs/ time not wasted traveling.
9. Hiring qualified/skilled staff- need for hardworking committed staff/properly qualified/skilled staff/recruitment agency.
10. Legal issues – around the startup of a company/planning/health and safety/ownership.
11. Lack of skills/expertise/needed to manage or run a business.
12. Find distributors/suppliers- no credit rating.

4 @ 2m
(1 + 1)

Q.2

As an LCVP class you have decided to wash cars for the local community as an enterprise activity to raise funds for a local charity. You have purchased all the materials you will need for this project

(a) List **four** methods you will use to advertise your fundraising activity. **4 marks**

1. Word of mouth/calling to peoples house/t-shirt advertisement
2. Notices in shops/community notice boards
3. Local radio
4. Newspaper/magazines
5. Posters/Bill boards
6. Social media/Face book/Twitter /local bloggers
7. Local website
8. Intercom
9. Flyers/communication home to parents
10. TV

4 @ 1m

(b) Other than the purchased materials, outline **three** other aspects of the enterprise you should plan for. **6 marks**

1. How much capital/finance is required to start the business/moneybox/safe.
2. Advertising the enterprise- effective ways.
3. Position/location of the service.
4. Pricing of service offered.
5. Who are the personnel involved/allocation of duties/rota of working times.
6. Health and safety issues.
7. Training for the job.
8. Legal issues/fundraising permit/insurance.
9. Time and date of the activity.
10. Permission from principal/BOM.
11. Decide on the charity they will donate the money raised.

3 @ 2m
(1 + 1)

(c) Explain **three** benefits to you and the students who have participated in this activity.

6 marks

1. Develop teamwork skills – working with others, offering opinions, listening to others.
2. Learn how to plan- importance of planning so that the activity runs smoothly.
3. Gain an awareness of the charity and the work they do.
4. Personal skills/qualities/knowledge- developed or learnt.
5. Self-esteem improves as they are doing something worthwhile/high profile around the school
6. Can use the activity to complete a portfolio item- action plan, summary or enterprise report.
7. Social aspect work with people you've never worked with before creating new relationships.
8. Learned about running a business/enterprise.

3 @ 2m(1+1)

(d) Discuss **three** methods you will use to evaluate the success of this activity.

9 marks

1. Aims and Objectives achieved/Amount of funds raised by the activity: A large profit indicates the activity was a success. Easy to organise/objective.
2. Questionnaire/survey: Given to the class members/teacher/customers to assess the quality of the service etc. Easy to do/ anonymous/inexpensive/good response rate/objective
3. Class discussion: Ask students for their opinions. Easy to do/ inexpensive/ wide variety of opinions given/honest feedback/can review teamwork
4. Evaluate what skills were developed: what has been learnt/do a SCOT analysis/help with future activities/use of skills for the future
5. Ask teachers/customers involved for their opinion.
6. Teamwork/what teamwork elements worked well/didn't work well.
7. Review of portfolio item – have enough information to write up an Enterprise Report/Action Plan/Summary Report.

3 @ 3m

No repetition of points (1+1+1)

Q.3

Participation in LCVP work experience/ work shadowing gives you an invaluable insight into the world of work.

(a) Outline **two** ways work experience/work shadowing differs from school work. **4 marks**

1. Longer hours in work than in school.
2. Work is more practical than school/different skill set needed/school is often theory based.
3. More day to day variety in work than in school.
4. Teamwork is more evident in work than in school.
5. Different demands made on you. In work there is a need to be committed/finish work to a time plan; where in school you have a choice to be committed/no homework
6. If you are not fully committed to the work or do not turn up for work you can get a bad report. If you are not fully committed in school it could affect your grades.
7. You may get paid for your work experience but not paid in school.
8. IT/ Technology usually more up-to-date in the workplace.

2 @ 2m (1+1)

(b) Identify **three** outcomes for you from participating in work experience/work shadowing placement. **6 marks**

1. Career suitability- helps you to decide if this is the career for you? Allows you to see what the job/career entails.
2. See the working world first hand- value of time keeping, completing a job, skills required to do the job etc.
3. Developed new personal skills/qualities/improve skills- specific skills for the job are learned. Can assess if you have these skills?
4. Motivates you to work harder at school as you now know this is the career for you.
5. You may get a referee for your CV or a contact.
6. Allows you to develop interpersonal skills, while working with other adults.
7. Help to complete a portfolio item – Work Experience Diary.
8. May get a part-time job/summer work.
9. Developed knowledge to help with LC subjects.

3 @ 2m (1+1)

(c) Discuss **three** benefits to employees and employers when a business complies with the Safety, Health & Welfare at Work Act. **6 marks**

1. Reduction of workplace accidents- safe working conditions provided/maintaining a safe working environment/safety statement.
2. No bullying- Lower employee absences and therefore less industrial relations problems
3. Prevents risks to other people visiting the work place e.g. visitors, customers, suppliers, reps - avoids claims/threat of legal action.
4. Provision of PPE/safe guards on machinery- Reduction of insurance costs/less chance of claims.
5. Employees receive proper information/training/instruction- which they use in the course of their work. Informed employees/ Safety statement provided/awareness of responsibilities/emergency plan and procedures/written in all languages of the employees.
6. Prevents damage to your business reputation or brand/ also better reputation for corporate responsibility among investors, customers and communities/avoids fines.

3 @ 2m (1 + 1)

(d) Write out the evaluation you completed for your work experience/work shadowing placement.

9 marks

Evaluation in light of:

1. Career Aspirations
2. Future Studies
3. What has been learned can be applied to work in the: Home
4. School
5. Community

4 @ 2m (0/2)

1 @ 1m

Q.4

Choco Ltd needs to recruit an Accounts Manager. The following is a job advertisement for the position.

(a) State **four** ways Choco Ltd. could advertise this position.

4 marks

1. Newspapers
2. Job centre/Solas Training Centers
3. Recruitment agency
4. On-line/Internet/Website
5. Radio
6. TV-Aertel
7. Employment magazines
8. Internal notice board/word of mouth
9. Job Fairs
10. Social media e.g. twitter/instagram/facebook

4 items @ 1m each

(b) Explain **two** of the underlined words in the advertisement.

6 marks

Interpersonal skills: skills we use to communicate and interact with each other.

Covering letter: a letter that accompanies a CV/explains why you should be given an interview.

References: a letter/email/phonecall that sets out your suitability/skills/qualities/employment history/from previous employer/personal contact/educational establishment/can be added to a CV

Personnel Manager: the person who is in charge of the department that deals with employment/training/support etc.

2 @ 3m

(2 + 1)

(c) Choco Ltd. have received 400 applications for this position. Explain how applicants could ensure that their application form, CV and covering letter would stand-out. **6 marks**

1. Tailor your CV to the job, focus on your proficiency and ability.
2. Use a modern, professional format, don't over use fancy fonts and colours. Make it stand out. Be different use eye catching subject lines.
3. Make sure it is error free, neat and tidy, no spelling errors, grammatically correct, easy to read/tippex free.
4. Provide details of most relevant professional experience only.
5. Ensure your CV/Covering letter is an appropriate length.
6. Always send a well written cover letter.
7. Showcase your personal interests and non-work related activities. Make sure your key achievements are highlighted. Emphasise your uniqueness/what you can do better than anyone else.
8. Follow all instructions on the application form e.g. Use black biro only, Use Block Capitals.

3 @ 2m(1 +1)

(d) Discuss how the shortlisted applicants can prepare themselves before the interview, on the day of the interview and be prepared for the interview itself. **9 marks**

Before: **(B)**

1. Do your research on the company
2. Prepare a question you can ask at the end of the interview
3. Practise a mock interview/practise your answers/know your CV
4. Find out the exact location of the interview/transport
5. Prepare clothing/grooming
6. Review your CV/Application form

On the day: **(D)**

1. Stay calm/eat
2. Dress appropriately
3. Be punctual/arrive early
4. Review your CV/prepare answers

During the interview: **(I)**

1. Be honest
2. Answer questions asked as best you can/ simple short responses/Speak clearly and confidently
3. Be personable/courteous/pleasant to all you meet
4. Sit appropriately/shake hands/body language
5. If unsure of a question asked, ask for it to be repeated
6. Ask a question(s) at the end of the interview

3 @ 3m (2+1)
2 points from each

Q.5

As an LCVP class you are planning to organise a visitor in from a local voluntary group. You have been asked to plan a meeting to start organising this activity.

(a) List **three** steps you should take to organise this meeting. **3 marks**

1. Organise a venue
2. Advertise/give notice of the meeting.
3. Get permission
4. Draw up an agenda
5. Prepare Room/organise equipment/resources if necessary

3 @ 1m

(b) Draw up an agenda for the first meeting of your class group. **8 marks**

AGENDA

1. Election of officers- Chairman, secretary, treasurer
2. Discuss choice of speaker
3. Finances
4. Delegation of duties
5. Plan of work
6. Date of next meeting
7. AOB

1 m - heading

6 @ 1m - content

1 m - Layout

(c) Explain **three** reasons why planning in advance for your visit in is so important.

6 marks

1. Allows you to set the aim/objectives/goals so the goals are clear and achievable.
2. Preparing a sequence of action steps allows the activity to run smoothly/efficiently. Keeps good control.
3. You can prepare a schedule of time, things happen when they should/aids organisation.
4. You can anticipate the resources needed for the activity. Find out what resources are needed and prepare them in advance. Reduces risks/failure./Change things if necessary
5. Helps in decision making. You can check the progress of arranging the visit against the plan to see if any changes are needed.
6. Sets out the tasks/duties to be carried out so each individual is clear on what they have to do.

3 @ 2m (1+1)

- (d) (i) Why is it important for the speaker to have good presentation skills?
(ii) How can he/she ensure the presentation is effective?

8 marks

(i) Good presentation skills are important so that you can present information clearly/ and effectively /thus getting your message across/engage the audience.

2 @ 1m

(ii) You can ensure the presentation is effective by:

1. Making sure it is clear & well structured
2. Being clear on the message you want to get across/ Find out the information needed by the group in advance and prepare the presentation accordingly.
3. Deciding on how you will present the message considering the audience, venue, facilities and your own personal preference.
4. Use humour/stories so that the audience can relate to the topic/ keep it short and interesting/use language they will understand
5. Show passion/connect with the audience/ Try to have audience interaction
6. Don't read straight from the slides, Prepare PowerPoint/Computer presentation to keep audience interested/use cue cards/flash cards/prepare handouts

3 @ 2m (1 + 1)

Q.6

Consider a local business enterprise in your area.

- (a) Name a business enterprise in your local area and give a brief outline of the product/service they provide.

4 marks

Name: 1m

Outline: 2m + 1m

- (b) Why do you think this enterprise has located itself in your locality?

6 marks

1. Available market/customers in the locality.
2. Minimal competition in the area.
3. Lease term and rent favourable. Premises was available.
4. Proximity to /availability of resources/suppliers.
5. Good location/infrastructure/safe locality/easily accessible to customers.
6. Availability of skilled/trained staff in the local area/educational/training establishment nearby.
7. Room for expansion/future growth.
8. Economic reasons/grant for setting up there/good tax incentives.
9. Environmental issues.
10. Business owner has links with the local area/tradition in the area/historical links.

(c) Explain **three** ways the success of this business enterprise could be measured. **6 marks**

1. Profit/turnover/increased sales/meeting targets/aims/improved share price/ratios
2. Compare with competition/market share
3. Winning awards/recognition from industry/ISO awards etc
4. Good staff relations/ no strikes/low staff turnover/committed positive staff
5. Customer loyalty/return customers/word of mouth
6. Size of the business/increasing/expansion/new markets/new products/diversification/increase employees
7. Length of time in business.

3 @2 (1+1)

(d) Discuss **three** reasons why education and training are important to business enterprises. **9 marks**

1. Better quality of goods/service- less mistakes/saves business money/makes business money/greater staff productivity/Q mark/industrial awards.
2. Staff has more confidence/are more competent/capable- use initiative/work without supervision/managers can delegate.
3. Developing skills- refresh old skills/develop new skills/upskill/keeps employees up-to-date with new work practices/technology.
4. Health & Safety standards-training will reduce potential risks to the health of employees/improve safety standards/creates a safe environment.
5. Better morale- investment in training and education creates a supportive workplace. Employees feel valued/more satisfaction towards their jobs/better employee retention rates/possibility of promotion.
6. Legalities- certain types of training are compulsory by law- Safe Pass
7. Adaptable workplace- adaptable to change/train to deal with change/can adapt to competition/laws.

3@ 3m (2 + 1)

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