



Coimisiún na Scrúduithe Stáit State Examinations Commission

Leaving Certificate Vocational Programme

Link Modules Examination 2009

WEDNESDAY, MAY 6th 2009, 10.00 A.M. – 12.30 P.M.

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)

Answer all questions.

Part 1
Q.1 Name one stakeholder in a business.
1 mark
Q.2 What are the benefits of Corporate Social Responsibility to businesses?
3 marks
Q.3 Explain two ways that a business can support voluntary or community projects.
4 Marks

Part 2

Q.4 Explain **three** skills demonstrated by those who volunteer on the Niall Mellon Project.

3 marks

Q.5 Describe **two** of the benefits to the business of working with a local community.

4 marks

Car Care

From a very young age Frank Carr had a keen interest in cars and engines. He helped his older brother when he was working on his car and spent most of his pocket money on car magazines and going to car rallies. When he completed his Leaving Certificate in 1999 he decided to take up an apprenticeship as a trainee mechanic with a local garage.

While serving his time Frank worked from home in the evening and on Saturdays doing repairs for friends and other contacts that he had built up over time. Frank was working every available minute and soon realized it would be impossible to keep working in the garage and also make time for the work he was undertaking on his own. After finishing his apprenticeship in 2003 he decided that when a suitable premises became available he would set up his own business and put all his efforts into running this business. His aim was to satisfy the needs of his existing customers as well as attracting new customers. That opportunity came in 2004 when Frank took a lease out on a premises and set up Car Care. He financed the business by using his own personal savings and negotiating a bank loan.

The premises was ideally located with plenty of space so Frank decided to offer a car-wash and valeting service together with the normal repairs and maintenance service. Frank was extremely dedicated to the business and was constantly thinking of finding new ways of increasing his customer base and of making more services available to them. The lease on the original premises expired in 2007 and Frank decided to move to a larger premises which would allow him further scope to expand. He could now offer a panel beating, crash repairs as well as a tyre and exhaust service in addition to what he was already offering. His idea was to create a “one stop shop” to maximize the opportunity while also making it convenient for a customer to have all the required services at one location.

This venture required a huge investment and Frank borrowed heavily in order to finance the necessary equipment, fittings, stock, and machinery. When negotiating loans with the bank the Manager has always been impressed by Frank’s drive and ambition to succeed. Initially Car Care employed ten people but since moving to the new location the number of employees has increased to fifty. Frank is a firm believer in the importance of teamwork together with maintaining a high level of customer satisfaction.

In addition Frank values the importance of information and communications technology, and as the business grows he sees it as a prerequisite for success to keep investing in that area. Car Care is now establishing itself as a market leader. It has built up a reputation for good quality services offered by a very capable workforce. Frank’s energy, drive and commitment are essential to Car Care’s continued success together with his willingness to take risks and finance expansion through borrowing and reinvesting.

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 Understanding Enterprise is a key element of the Leaving Certificate Vocational Programme. Pages 14 - 16**
- (a) List **two** qualities of an enterprising person. Give **one** reason why each quality is important.
 - (b) Identify and explain **three** essential elements needed to successfully set up a business enterprise.
 - (c) Outline **three** ways that the owner of a business can ensure that customer demands are satisfied.
 - (d) Success is essential for the survival of a business enterprise. Describe **three** ways that success can be measured.
- Q.2 Work experience/shadowing and the preparation of a diary gives a valuable opportunity for students to experience and reflect on the world of work. Pages 17 - 19**
- (a) List **four** steps you took to secure a suitable placement for your work experience/shadowing.
 - (b) List and explain **three** personal goals you had in relation to work experience/shadowing.
 - (c) Describe the steps a person should undertake when preparing for a job interview.
 - (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.
- Q.3 As part of your Leaving Certificate Vocational Programme you are encouraged to become actively involved in setting up a mini company. Pages 20 - 22**
- (a) List **four** methods an enterprise uses to generate ideas.
 - (b) Explain what you understand by the term market research.
 - (c) List the **four** P's of the marketing mix and explain **one** of them.
 - (d) Outline why it is important for a business to undertake market research.
- Q.4 An awareness of the areas in which we live and where we work is important. Pages 23 - 25**
- (a) Name **one** agency or business involved in each of the following. (i) Job creation (ii) Financial services (iii) Transport services
 - (b) Consider an agency/business you mentioned in part (a) and describe the significance of this agency/business to the area.
 - (c) Prepare a Questionnaire you would use to do an investigation of your local area.
 - (d) What challenges might your local area face over the next five years? Suggest how these might be overcome.
- Q.5 Career investigation helps students to identify a career which links with their interests and aptitudes. Pages 26 - 28**
- (a) Name a career you have investigated.
 - (b) List **three** qualities and **three** skills you have which makes this a suitable career for you.
 - (c) Describe **three** methods of evaluating the career investigation activity.
 - (d) What options are available to you if you become unemployed and you wish to return to work? Explain your answers.
- 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. Pages 29 - 31**
- (a) Name a voluntary body or a community enterprise that operates in your local area.
 - (b) Identify and explain **three** differences between voluntary bodies/community enterprises and commercial business enterprises.
 - (c) What steps should be taken to ensure that the visit-in is organised properly and run efficiently?
 - (d) (i) Outline the issues that arise for this organisation.
(ii) Explain **three** objectives that the class might have for organising the visit.

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

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

Q. 4 An awareness of the areas in which we live and where we work is important.

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

(i)	Job creation	
(ii)	Financial services	
(iii)	Transport services	
3 Marks		

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

4 Marks		

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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 answer(s).	
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)	