



**Coimisiún na Scrúduithe Stáit**

**State Examinations Commission**

**Leaving Certificate Vocational Programme**

**Link Modules Examination 2014**

**Wednesday 7 May 2014, 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**

- You will have **three** minutes to read the questions in Section A.
- You will be shown a DVD with a social enterprise theme.
- You will see the DVD **three** times.
  - The first showing will include the whole sequence.
  - It will then be shown in three parts. After each part is shown, you will be given time to write your answers in the appropriate section of the answer book.
  - You will then see the entire DVD sequence again.

**This page may be used for notes or to supplement answers.**

Section A	Audio Visual	30 marks	Office Use Only	
<b>Answer all questions.</b>			1	2
<b>Part 1</b>				
<b>Q.1</b> What competition has Aoife and her classmates entered?				
<b>2 marks</b>				
<b>Q.2</b> Explain why Aoife’s class decided to speak to the students who entered the competition last year.				
<b>2 marks</b>				
<b>Q.3</b> Describe how Aoife prepared for the presentation.				
<b>2 marks</b>				

Section A	Audio Visual	30 marks	Office Use Only	
Part 2			1	2
Q.4 Outline how the class intends to successfully complete such a costly project.				
		<b>4 marks</b>		
Q.5 Explain how the class can ensure that their charity shop appeals to teenagers and young people.				

<b>Section A</b>	<b>Audio Visual</b>	<b>30 marks</b>	Office Use Only	
			1	2
		<b>4 marks</b>		
	<b>Q.6</b>	Describe <b>two</b> planning skills demonstrated by Aoife and her classmates.		
		<b>4 marks</b>		

Section A	Audio Visual	30 marks	Office Use Only	
<b>Part 3</b>			1	2
<b>Q.7</b> How did the judges react to Aoife's presentation?				
<b>6 marks</b>				

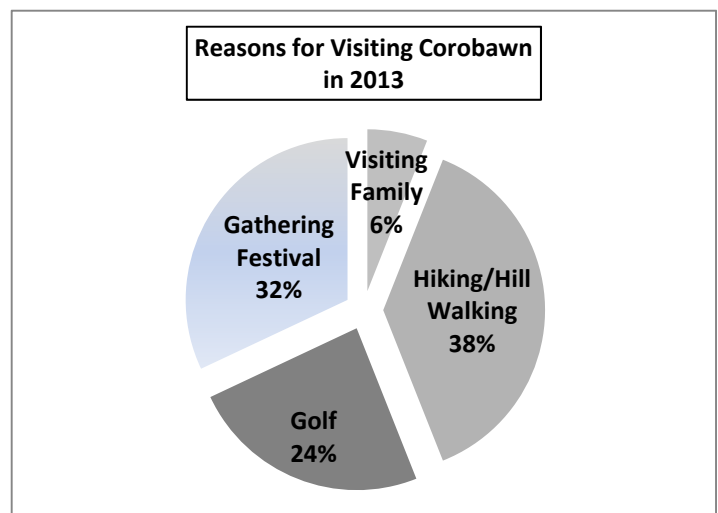
Section A	Audio Visual	30 marks	Office Use Only	
Q.8 Describe how the project should be evaluated by the class.			1	2
		<b>6 marks</b>		

### COROBAWN SUMMER FESTIVAL

Corobawn is a small town located in the North West of Ireland with a population of 4,000 people. The town has always attracted hiking and activity enthusiasts due to its location on the Great Western Greenway. Located six kilometres from the town centre is the Corobawn Hotel and Golf Resort. It has managed to prosper in the difficult economic environment by targeting golfers from the UK and US markets. Other than the ruins of an old Abbey, which is currently being restored, there are not many other tourist attractions to lure visitors from the larger towns and the coastline.

The Gathering was designed to encourage local communities to plan special events and highlight what is great about their community and about Ireland. Corobawn had a very successful Gathering weekend in 2013. The weekend Gathering Festival had a variety of events including a 1940's street pageant and dance, a walking festival, guided tours of the town and local area, archive photos and family record displays. The Gathering Festival attracted nearly 5,000 visitors to Corobawn with local bed and breakfasts, the hotel and golf resort, local shops, cafes and restaurants all benefiting from the increase in footfall to the local area.

The town festival committee is meeting to evaluate the success of the previous year's festival and to plan for 2014. As part of the evaluation of last year's festival the committee carried out a visitor survey over the summer months. It was facilitated by local bed and breakfasts and the Corobawn Hotel and Golf Resort. The results of the survey are shown in the graph opposite.



The town festival committee members are determined to build on the success of last year's Gathering Festival and attract new as well as repeat visitors. The committee, representing the local community, is made up of ten enthusiastic members with a variety of skills and experience. They are currently brainstorming ideas for this year's summer festival. Some of the ideas generated include a week-long walking festival with events in the evenings for the hikers, an artisan food festival promoting local food produce and a genealogy presentation called 'Exploring Your Roots in Corobawn'. They would like to develop a web site for the area as well as a social media presence. They also believe that local businesses should be encouraged to take advantage of opportunities to market themselves with Fáilte Ireland.

The festival committee members know from last year's experience that planning is key to ensuring that any community festival is a success. Many committee members believe that Corobawn's location on the Great Western Greenway has not been fully exploited. They also believe that the opening of the Wild Atlantic Way presents significant opportunities for Corobawn. These members believe that there should be a greater emphasis on attracting more hiking and activity enthusiasts to the area. This move has led to some conflict on the committee as other committee members feel that they should simply focus on holding a summer festival.











Answer **four** questions

### INDEX AND SUMMARY

Section C contains six 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 Career Investigation introduces the skills of research and planning. Pages 14 - 16**
- Name the career you investigated as part of your LCVP Link Modules.
  - As part of your Career Investigation you interviewed a person working in this career area. Explain how you prepared for this interview.
  - State **three** qualities/skills relevant to this career. Explain the reasons why these qualities/skills are relevant to this career.
  - Evaluate the different methods of research used in your Career Investigation.
- Q.2 A visit out to a local business is a valuable learning experience for LCVP students. Pages 17 - 19**
- Name the business your LCVP class visited. Outline the type of work carried out by this business.
  - Outline the benefits to an LCVP class of visiting a local business.
  - Name **three** Leaving Certificate subjects, other than the Link Modules, which you are studying. Explain how **each** subject was useful in the organisation/planning of this visit.
  - Describe the steps the business owner/manager can take to ensure the LCVP student visit is a success.
- Q.3 Upskilling, JobBridge and Teamwork are part of modern working life. Pages 20 - 22**
- Explain what is meant by the term 'Upskilling'.
  - Outline the reasons why it is important for a worker to engage in upskilling.
  - 'JobBridge, the National Internship Scheme, provides work experience opportunities for unemployed people'. Explain the benefits for a job seeker of participating in the 'JobBridge' scheme.
  - Describe the ways in which an employer can ensure effective teamwork in his/her organisation.
- Q.4 Your LCVP class has decided to run a mini company making plant pot holders. Pages 23 - 25**
- Draft the agenda for the first meeting held to plan this activity.
  - An Action Plan will help ensure the success of this activity. Outline the benefits of having an Action Plan for this activity.
  - Identify the resources needed to run this activity and outline why **each** resource is needed.
  - Explain the term 'feedback'. In relation to an enterprise activity explain the type of feedback you could expect to receive.
- Q.5 Voluntary groups/organisations carry out important work in local communities. Pages 26 - 28**
- Name a voluntary group/organisation that operates in your locality. Outline the type of work carried out by this voluntary group/organisation.
  - A young person wishes to engage in volunteering. Outline the factors that must be considered when choosing an organisation to volunteer with.
  - Voluntary groups/organisations should carry out a SWOT analysis. Explain why a SWOT analysis is beneficial to a voluntary group/organisation.
    - Complete a SWOT analysis of the voluntary group/organisation referred to in part (a).
  - Describe **two** ways a local business can support a voluntary group/organisation in its community.
    - Analyse the reasons why a business might support a local voluntary group/organisation.
- Q.6 Enterprise Pages 29 - 31**
- State and explain **four** personal characteristics of an entrepreneur.
  - Discuss **three** benefits entrepreneurs bring to society.
  - Describe **three** possible problems that an entrepreneur may face when starting a business for the first time.
  - Explain how the role of an entrepreneur differs from that of a manager in a business.

Section C	General Questions	100 marks	Office Use Only	
	<b>Q.1 Career Investigation introduces the skills of research and planning.</b>	1	2	
(a)	Name the career you investigated as part of your LCVP Link Modules.			
(b)	As part of your Career Investigation you interviewed a person working in this career area. Explain how you prepared for this interview.			
		<b>6 marks</b>		







Section C	General Questions	100 marks	Office Use Only	
<b>Q.2 A visit out to a local business is a valuable learning experience for LCVP students.</b>			1	2
(a) Name the business your LCVP class visited. Outline the type of work carried out by this business.				
<b>2 marks</b>				
(b) Outline the benefits to an LCVP class of visiting a local business.				
<b>6 marks</b>				

(c) Name <b>three</b> Leaving Certificate subjects, other than the Link Modules, which you are studying. Explain how <b>each</b> subject was useful in the organisation/planning of this visit.		
		<b>9 marks</b>



Section C	General Questions	100 marks	Office Use Only	
<b>Q.3 Upskilling, JobBridge and Teamwork are part of modern working life.</b>			1	2
(a) Explain what is meant by the term 'Upskilling'.				
<b>2 marks</b>				
(b) Outline the reasons why it is important for a worker to engage in upskilling.				
<b>6 marks</b>				

(c) 'JobBridge, the National Internship Scheme, provides work experience opportunities for unemployed people'. Explain the benefits for a job seeker of participating in the 'JobBridge' scheme.		

8 marks



Section C	General Questions	100 marks	Office Use Only	
<b>Q.4 Your LCVP class has decided to run a mini company making plant pot holders.</b>			1	2
(a) Draft the agenda for the first meeting held to plan this activity.				
<b>6 marks</b>				
(b) An Action Plan will help ensure the success of this activity. Outline the benefits of having an Action Plan for this activity.				
<b>4 marks</b>				

<p>(c) Identify the resources needed to run this activity and outline why <b>each</b> resource is needed.</p>		
<p style="text-align: right;"><b>6 marks</b></p>		



(d) Explain the term 'feedback'. In relation to an enterprise activity explain the type of feedback you could expect to receive.		
	<b>9 marks</b>	

Section C	General Questions	100 marks	Office Use Only	
<b>Q.5 Voluntary groups/organisations carry out important work in local communities.</b>			1	2
(a) Name a voluntary group/organisation that operates in your locality. Outline the type of work carried out by this voluntary group/organisation.				
<b>3 marks</b>				
(b) A young person wishes to engage in volunteering. Outline the factors must be considered when choosing an organisation to volunteer with.				
<b>4 marks</b>				

<p>(c) (i) Voluntary groups/organisations should carry out a SWOT analysis. Explain why a SWOT analysis is beneficial to a voluntary group/organisation.</p> <p>(ii) Complete a SWOT analysis of the voluntary group/organisation referred to in part (a).</p>		
<b>10 marks</b>		

<p>(d) (i) Describe <b>two</b> ways a local business can support a voluntary group/organisation in its community.</p> <p>(ii) Analyse the reasons why a business might support a local voluntary group/organisation.</p>		
<b>8 marks</b>		

Section C	General Questions	100 marks	Office Use Only	
<b>Q.6 Enterprise</b>		1	2	
(a) State and explain <b>four</b> personal characteristics of an entrepreneur.				
		<b>4 marks</b>		
(b) Discuss <b>three</b> benefits entrepreneurs bring to society.				
		<b>6 marks</b>		

(c) Describe <b>three</b> possible problems that an entrepreneur may face when starting a business for the first time.		
<b>9 marks</b>		

(d) Explain how the role of an entrepreneur differs from that of a manager in a business.		
	<b>6 marks</b>	

## For Examiner use only Written Examination Paper

	Marks Awarded
<b>Section A</b>	
<b>Section B</b>	
<b>Section C</b>	
Q.1	
Q.2	
Q.3	
Q.4	
Q.5	
Q.6	
<b>Total</b>	

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	
<b>Total</b>	

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