

# Exam language

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# How to Analyse

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Analysis involves looking at the effects of your ideas, research or findings.

You could try and look at the:

**CAUSE - IMPACT - CONSEQUENCE**

# Analyse for Drive-Thru

Cause	A majority a people who will visit your shop will drive there.	You have a very specific target market.
Impact	If you want to accommodate their needs you will have to provide a car park or recommend an alternative.	There is no point spending money in promoting your good or service to other market segments.
Consequence	This will make it easier for customers to visit your shop. This may increase the level of revenue and profit.	You should only promote in media that your target market will see. This should lower costs and increase profits.

# How to Evaluate

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Being able to EVALUATE is a must at Higher Level.

It means that an opinion is required and it is advisable to give two pieces of information within that evaluation

# Examples of Evaluation

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In my opinion it reduces conflict in Irish workplaces (two marks).

It provides a range of services that help to mediate and find an acceptable solution to a conflict situation (three marks).

# An Evaluation of The Unfair Dismissals Act

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This Act is good BECAUSE:

1. Employees cannot lose their livelihood for silly reasons like their employer not liking them. The employer must have a legitimate reason and proof to sack the employee.
2. Any worker who is unfairly sacked can win back their job or compensation by taking a case to a government backed organisation LIKE the LRC.
3. Employees are protected from bad bosses who make their work life miserable and bully them out of the job. They are entitled to take a case for their job back or compensation.

# Evaluation of the Employment Equality Act

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This act does a good job of protecting employees BECAUSE:

1. It ensures that they cannot be treated badly by prejudiced bosses. All workers regardless of beliefs, colour, creed, sexuality or personal circumstances must be treated equally.
2. This law deliberately sets out to help nine categories of people who have been victims of workplace discrimination. So, This law attempts to wright the wrongs done to them by encouraging their hiring and promotion in business.
3. There is a government backed official, the Director of the Equality Tribunal, who will fight for a worker who has been discriminated against. Whatever he rules must be obeyed by all parties.

# Define

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- The outcome verb dictates what you should write for their answer.
- Be careful, try not to focus on a term you know in a question and then write down as much as you know about it, to try to impress the examiner.
- Feeling like you are under time pressure, you can skim read the question asked, to 'save' time, and then overwrite in order to show off all they know about a topic/term that comes up in the question, and still walk away without the full allocation of marks!

# Define

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- So, if the outcome verb 'define' is asked for a term/topic, students should be very to the point.
- They will get full marks for a concise meaning of the term.

# Define

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- Define the management activity of planning.
- Planning is the setting down of specific goals and objectives and the putting in place of strategies that allow you to achieve the stated goals and objectives of the business.
- The marks for define would be either 5 or 6 marks, split in 2 e.g. (3+3) or (2+3), so in this case, 3 would be given for saying something like 'setting specific objectives' and the other 3 would be given for saying something like 'putting strategies in place to achieve them'.

# Distinguish between

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- If you are asked to distinguish between two terms in your Leaving Cert Business exam, the examiner will look for points of difference between the two terms, not similarities.
- You should deal with the two terms separately, and point out the features that contrast between them, or that the other term doesn't have.

# Distinguish between VAT and Corporation Tax. (10 marks)

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- Let's first look at the similarities...
- Both are a tax businesses have to allow for.
- Both are calculated by the businesses and then given to Revenue.
- Both use percentage rates to calculate the tax owed to Government.
- Both can be lowered to improve competitiveness of businesses (lower tourism VAT rate, low Corporation Tax rate versus lots of EU neighbours.)

# Distinguish between VAT and Corporation Tax. (10 marks)

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- You shouldn't mention any of the above, and instead give 2 of the following points about the types of tax
- I'd always recommend giving 2 points for explaining anything at LC Business unless the outcome verb is 'list' or 'name' – state a point and develop it with either keywords or real life examples.

# Distinguish between VAT and Corporation Tax. (10 marks)

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- VAT (Value Added Tax) is an indirect tax, charged on consumer spending on goods and services.
- The standard rate is 23%.
- A special reduced VAT rate for tourism related activities including restaurants, hotels etc. was raised from 9% to 13.5% in Budget 2019.
- Corporation Tax is an annual tax on company's net profits (12.5% in Ireland).
- It is a direct tax, as it is a tax on earnings, not spending.
- It is one of the lowest corporation tax rates worldwide and helps attract FDI to Ireland.

Explain what is meant by 'advertising' as a promotional technique for a business (explain – use keywords from the LC course to show what advertising is)

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- Explain what is meant by 'advertising' as a promotional technique for a business (explain – use keywords from the LC course to show what advertising is)
- Communicating information to a target market, usually to persuade them to purchase your product. Advertising can be Persuasive, competitive (e.g. Lidl vs Tesco prices), generic (e.g. drink more milk, not products) and informative (e.g. Toyota advertising a product recall).

# Illustrate advertising as used by a business of your choice

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- (Illustrate means give an example – you should always follow State, Explain, Relate, so the e.g. is the relate part)
- Advertising (no marks awarded for State as it was given in the Q)
- Communicating information to a target market, usually to persuade them to purchase your product. Advertising can be Persuasive, competitive (e.g. Lidl vs Tesco prices), generic (e.g . drink more milk, not products) and informative (e.g. Toyota advertising a product recall).
- E.g. Vodafone ads with Irish Rugby players

# Remember

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- Summary: Verbs and context are important.
- Take time to clarify what the examiner wants you to write about is essential for top grades.
- Include keywords from the course and/or additional real life examples to back up your knowledge of the course and show understanding of it.