



Coimisiún na Scrúduithe Stáit
State Examinations Commission

LEAVING CERTIFICATE 2010

MARKING SCHEME

BUSINESS

ORDINARY LEVEL

LEAVING CERTIFICATE BUSINESS ORDINARY LEVEL 2010

MARKING SCHEME

SECTION 1 100 marks
Answer 10 questions. Each question carries 10 marks.

Question	Marking Scheme	
1	(i) 3marks (2m + 1m) (ii) 3marks (2m + 1m) (iii) 4 @ 1 mark each	10
2	(i) 5 marks for correct answer. If incorrect, up to 3 marks for workings (ii) 5 marks for correct answer. If incorrect, up to 3 marks for workings	10
3	Five correct answers @ 2 marks each	10
4	Two benefits @ 5m each (3m + 2m)	10
5	Five answers @ 2 marks each	10
6	Two effects @ 5m each	10
7	Memorandum layout: 6 items @ 1 mark each Subject matter: 4 marks	10
8	Five answers @ 2 marks each	10
9	Three grounds @ 10 marks: (4m + 3m +3m)	10
10	Two benefits @ 5 marks each	10
11	Good explanation @ 10 marks (5m + 5m)	10
12	Two ways @ 5 marks each (3m + 2m)	10
13	Three stages in correct order @ 2 marks each Two non-generic examples @ 2 marks each	10
14	Two explanations @ 5 marks each (3m + 2m)	10
15	Three headings @ 10 marks (4m + 3m + 3m)	10
Section 1	Available marks	100

SECTION 2 – 300 MARKS

SECTION 2 PART 1

MINIMUM: 1 QUESTION (75 marks)

MAXIMUM: 2 QUESTIONS (150 marks)

PEOPLE IN BUSINESS

QUESTION 1

1 (A)	(i) Four words + year @ 2 marks each (ii) Three legal rights @ 5 marks each (3m + 2m) One duty @ 5 mark (3m + 2m) <i>(Family's legal rights accepted as Retailer's duty, but no repetition)</i> (iii) Two advantages of Small Claims Court @ 10m each (5m + 5m)	5 x 2m	10
		4 x 5m	20
		2 x 10m	20
1 (B)	(i) Explanation of 'picketing' @ 15 marks <i>(Workers involved in a dispute gather together outside the workplace + One other point)</i>	5m + 5m + 5m	15
	(ii) Two functions of a trade union @ 5marks each	2 x 5m	10
	Available marks		75

DOMESTIC/INTERNATIONAL ENVIRONMENT

QUESTION 2

2 (A)	Two advantages of a private limited company @ 5 marks each	2 x 5m	10
2 (B)	Two environmental responsibilities of a business @ 8 marks + 7 marks	4m + 4m 4m + 3m	15
2 (C)	(i) Customers: 2 points @ 5marks each (ii) Employees: 2 points @ 5marks each	2 x 5m 2 x 5m	20
2 (D)	Three challenges/difficulties in exporting @ 5 marks each (3m + 2m) <i>(one or two-word answers get 3 marks)</i>	3 x 5m	15
2 (E)	Two benefits to local community @ 8 marks + 7 marks	4m + 4m 4m + 3m	15
	Available marks		75

DOMESTIC / ENVIRONMENT

QUESTION 3

3 (A)	(i) Bar Chart: Title 2 marks 4 bars @ 2 marks each	2m 4 x 2m	10
	(ii) Two effects on Government @ 10 marks each (5m + 5m)	2 x 10	20
	(iii) Two effects on business @ 10 marks each (5m + 5m)	2 x 10	20
3 (B)	(i) Two effects for Irish economy @ 8 marks + 7 marks	4m + 4m 4m + 3m	15
	(ii) Effect of VAT rate reduction @ 10 marks (5m + 5m)	5m + 5m	10
Available marks			75

SECTION 2 PART 2

MINIMUM: 2 QUESTIONS (150 marks)

MAXIMUM: 3 QUESTIONS (225 marks)

ENTERPRISE/MANAGING

QUESTION 4

4 (A)	Autocratic leadership – explanation @ 10 marks (5m + 5m)	10 m	10
4 (B)	Two effects of poor employer/employee relationships 2 points @ 8 marks + 7 marks	4m + 4m 4m + 3m	15
4 (C)	Three enterprising skills/characteristics @ 5 marks each (3m + 2m)	3 x 5m	15
4 (D)	Name two long-term sources of finance @ 5 marks each	10m	
	One explanation @ 10marks (5m + 5m)	10m	20
4 (E)	McGregor’s Theory Y Explanation and reference: 2 points @ 8m + 7m	4m + 4m	15
	First Point: (4m for explanation; 4m for reference to text) 2 nd Point: (4m for explanation; 3m for reference to text)	4m + 3m	
Available marks			75

MANAGING
QUESTION 5

5 (A)	Notice format: 7 items @ 2m each The word "Agenda" @ 1 mark Agenda contents: 5 items @ 2m each <i>(to include at least three of first four in Support Notes, plus any two other items)</i>	14 m 1m 10m	25
5 (B)	(i) Two duties of Chairperson @ 5 marks each (ii) Two duties of Secretary @ 5 marks each	10m 10m	20
5 (C)	Two advantages of meetings @ 5 m each	10m	10
5 (D)	(i) 2 explanations @ 5marks each (3m + 2m) (ii) Effect on future Premiums: 10 m (5m + 5m)	10m 5m + 5m	10 10
	Available marks		75

MANAGING
QUESTION 6

6 (A)	'Job description' 2 points @ 5 marks each (3m for explanation; 2m for reference to Adv.) 'Person specification' 2 points @ 5 marks each (3m for explanation; 2m for reference to Adv.)	2 x 5m 2 x 5m	20
6 (B)	Three ways of rewarding @ 5m each	3 x 5m	15
6 (C)	Two benefits of teamwork @ 8 marks + 7 marks	4m + 4m 4m + 3m	15
6 (D)	Two ways to recruit new staff @ 5m each	2 x 5m	10
6 (E)	Three advantages of IT to a business, with examples @ 5 marks each (3m for advantage + 2m for example) <i>(Maximum of 2 internet related examples acceptable)</i>	3 x 5m	15
	Available marks		75

BUSINESS IN ACTION

QUESTION 7

7 (A)	Three factors which affect price of a product @ 5 marks each (3m + 2m)	3 x 5m	15
7 (B)	Product Life Cycle 5 ordered stages @ 2 marks each 2 axes @ 1 mark each Correct diagram @ 3 marks	10m 2m 3m	15
7 (C)	Two reasons for market research @ 8 marks + 7 marks	4m + 4m 4m + 3m	15
7 (D)	(i) Two benefits of using a brand name @ 5 marks each (ii) Two examples of global brands @ 3m + 2m	10m 5m	15
7 (E)	Explanation: Target market @ 10 marks (5m + 5m) Example: 5marks	10m 5m	15
	Available marks		75

MANAGING / BUSINESS IN ACTION

QUESTION 8

8 (A)	(i) Two advantages of a sole trader business @ 5 marks each (ii) Two disadvantages @ 5 marks each	2 x 5m 2 x 5m	 20
8 (B)	(i) Three types of insurance @ 3 marks each (ii) Three reasons @ 4m + 4m + 3m	9m 11m	20
8 (C)	Three advertising media @ 5 marks each (3m + 2m)	3 x 5 m	15
8 (D)	Two methods of sales promotion @ 5 marks each (3m + 2m)	2 x 5 m	10
8 (E)	Explanation: bank overdraft @ 10 marks (5m + 5m)	5 + 5 m	10
	Available marks		75

LEAVING CERTIFICATE 2010
BUSINESS ORDINARY LEVEL
SUPPORT NOTES

Marking Scheme and Support Notes for use with the Marking Scheme.

In considering the marking scheme the following points should be noted:

- The support notes presented are not exclusive or definitive.
- The support notes in many cases contain key phrases which must appear in the candidate's answer in order to merit the assigned marks.
- Further relevant points of information presented by candidates are marked and rewarded on their merits.
- The detail required in any answer is determined by the context and the manner in which the question is asked and by the number of marks assigned to the answer in the examination paper. Requirements may therefore vary from year to year.

SECTION 1 100 marks

Answer 10 questions. Each question carries 10 marks.

1	<p>What do the following letters stand for?</p> <p>(i) PR Public Relations</p> <p>(ii) CV Curriculum Vitae</p> <p>(iii) SWOT Strengths, Weaknesses, Opportunities, Threats</p>																																			
2	<p>The following information is available from the final accounts of Casey Ltd on 31/12/2009. Current Assets €500,000 Current Liabilities €200,000. Calculate:</p> <p>(i) Working Capital = €500,000 - €200,000 = €300,000</p> <p>(ii) Working Capital Ratio = €500,000 : €200,000 = 2.5 : 1</p>																																			
3	<p>Sectors of industry:</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-left: 20px;"> <thead> <tr> <th style="width: 5%;"></th> <th style="width: 40%;"></th> <th style="width: 15%;">Primary</th> <th style="width: 15%;">Secondary</th> <th style="width: 25%;">Tertiary/Services</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>A factory making candles</td> <td></td> <td style="text-align: center;">✓</td> <td></td> </tr> <tr> <td>B</td> <td>A taxi company</td> <td></td> <td></td> <td style="text-align: center;">✓</td> </tr> <tr> <td>C</td> <td>Insurance Brokers</td> <td></td> <td></td> <td style="text-align: center;">✓</td> </tr> <tr> <td>D</td> <td>A dairy farmer</td> <td style="text-align: center;">✓</td> <td></td> <td></td> </tr> <tr> <td>E</td> <td>A coal mining company</td> <td style="text-align: center;">✓</td> <td></td> <td></td> </tr> </tbody> </table>								Primary	Secondary	Tertiary/Services	A	A factory making candles		✓		B	A taxi company			✓	C	Insurance Brokers			✓	D	A dairy farmer	✓			E	A coal mining company	✓		
		Primary	Secondary	Tertiary/Services																																
A	A factory making candles		✓																																	
B	A taxi company			✓																																
C	Insurance Brokers			✓																																
D	A dairy farmer	✓																																		
E	A coal mining company	✓																																		
4	<p>State two benefits of EU membership for Irish business:</p> <ul style="list-style-type: none"> • Common Currency – euro – makes trade/travel easier • Large market available to Irish firms for exporting/expansion • Economies of scale can be achieved through expansion • Free trade – no government duties on movement of goods and services • Free movement of capital and labour. 																																			
5	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Business Terms</td> <td style="width: 10%; text-align: center;">1</td> <td style="width: 10%; text-align: center;">2</td> <td style="width: 10%; text-align: center;">3</td> <td style="width: 10%; text-align: center;">4</td> <td style="width: 10%; text-align: center;">5</td> <td style="width: 30%;"></td> </tr> <tr> <td></td> <td style="text-align: center;">C</td> <td style="text-align: center;">F</td> <td style="text-align: center;">E</td> <td style="text-align: center;">A</td> <td style="text-align: center;">B</td> <td></td> </tr> </table>						Business Terms	1	2	3	4	5			C	F	E	A	B																	
Business Terms	1	2	3	4	5																															
	C	F	E	A	B																															
6	<p>Two effects of high interest rates on business:</p> <ul style="list-style-type: none"> • Increases the cost of borrowing • Reduces profits • Discourages expansion/borrowing • May reduce consumer demand/expenditure • May increase prices. 																																			

7	<p style="text-align: center;">MEMORANDUM</p> <p>To: All members of staff From: Michelle Deasy Date: 15 June 2010 Re: Training Day</p> <p style="text-align: center;">The training day will be held on Friday, 2 July 2010.</p> <p>Signed: Michelle Deasy Title: General Manager</p>																		
8	<p>TRUE or FALSE:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 5%;"></th> <th style="width: 70%;">Statement</th> <th style="width: 25%;">True or False</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Job production is used to produce one-off unique products.</td> <td style="text-align: center;">True</td> </tr> <tr> <td>2</td> <td>Strategic Planning is long term planning.</td> <td style="text-align: center;">True</td> </tr> <tr> <td>3</td> <td>A poor relationship between the sender and the recipient of the message is a barrier to effective communication.</td> <td style="text-align: center;">True</td> </tr> <tr> <td>4</td> <td>Mass produced goods are generally very expensive and of very high quality.</td> <td style="text-align: center;">False</td> </tr> <tr> <td>5</td> <td>A Credit Union is a type of Co-operative.</td> <td style="text-align: center;">True</td> </tr> </tbody> </table>		Statement	True or False	1	Job production is used to produce one-off unique products.	True	2	Strategic Planning is long term planning.	True	3	A poor relationship between the sender and the recipient of the message is a barrier to effective communication.	True	4	Mass produced goods are generally very expensive and of very high quality.	False	5	A Credit Union is a type of Co-operative.	True
	Statement	True or False																	
1	Job production is used to produce one-off unique products.	True																	
2	Strategic Planning is long term planning.	True																	
3	A poor relationship between the sender and the recipient of the message is a barrier to effective communication.	True																	
4	Mass produced goods are generally very expensive and of very high quality.	False																	
5	A Credit Union is a type of Co-operative.	True																	
9	<p>List three grounds on which Employment Discrimination is outlawed under the Employment Equality Act 1998:</p> <table style="width: 100%;"> <tr> <td style="width: 50%;">(i) Gender/Male/Female</td> <td style="width: 50%;">(vi) Age</td> </tr> <tr> <td>(ii) Marital status</td> <td>(vii) Race</td> </tr> <tr> <td>(iii) Family Status</td> <td>(viii) Disability</td> </tr> <tr> <td>(iv) Sexual orientation</td> <td>(ix) Membership of traveller community.</td> </tr> <tr> <td>(v) Religious beliefs</td> <td></td> </tr> </table>	(i) Gender/Male/Female	(vi) Age	(ii) Marital status	(vii) Race	(iii) Family Status	(viii) Disability	(iv) Sexual orientation	(ix) Membership of traveller community.	(v) Religious beliefs									
(i) Gender/Male/Female	(vi) Age																		
(ii) Marital status	(vii) Race																		
(iii) Family Status	(viii) Disability																		
(iv) Sexual orientation	(ix) Membership of traveller community.																		
(v) Religious beliefs																			
10	<p>State two benefits of a ‘Partnership’ as a type of business:</p> <ul style="list-style-type: none"> • More capital is available, as there are more owners/investors. • Better decision making as a result of combined effort. • Risk is shared • Workload is shared • More skills/experience/knowledge. 																		
11	<p>Stock Control: This ensures that you have enough stock to satisfy customer needs and at the same times keep stock holding costs to a minimum. To maintain detailed records of stock.</p>																		

<p>12</p>	<p>Two ways in which the Irish Government supports business:</p> <ul style="list-style-type: none"> (i) Grants through Enterprise Ireland/Údarás na Gaeltachta/IDA (ii) Advice/Mentoring – County Enterprise Boards/ Enterprise Ireland (iii) Training through FÁS (iv) Low tax rates – Corporation Tax / VAT reductions (v) Development of better infrastructure – new motorways (vi) Enact legislation which helps business, e.g. Safety, Health and Welfare at Work Act 1989 Industrial Relations Act 1990.
<p>13</p>	<p>Complete the three missing stages in the chain of distribution.</p> <div style="text-align: center;"> <pre> graph TD A[Manufacturer] --> B[Wholesaler] B --> C[Retailer] C --> D[Consumer] </pre> </div> <p>Give two examples of a ‘Manufacturer’:</p> <p>Any valid examples e.g. Toyota, Philips, Jacobs.</p>
<p>14</p>	<p>Explain the following needs in Maslow’s Hierarchy of Needs:</p> <p>Basic Needs – the need for food, clothing, shelter and warmth, pay/wage.</p> <p>Safety/Security Needs – the need for job security/ safe working conditions.</p>
<p>15</p>	<p>Identify three of the main headings in a business plan. (Example: Finance)</p> <ul style="list-style-type: none"> (i) Business details / history / goals and objectives (ii) Details of owners / legal structure (iii) Management – how the business will be run / organised (iv) Production - description of product/service / how it going to be produced (v) Marketing Strategy/Marketing Mix (vi) Marketing opportunities (vii) Staffing.

SECTION 2 TOTAL AVAILABLE MARKS 300
--

SECTION 2 PART 1

MINIMUM: 1 QUESTION 75 MARKS
MAXIMUM: 2 QUESTIONS 150 MARKS

Question 1 – People in Business

1 (A)	<p>(i) Name the law that protects the Burkes in this case (purchase of faulty washing machine).</p> <p style="padding-left: 40px;">The Sale of Goods and Supply of Services Act 1980.</p> <p>(ii) Explain three legal rights of the Burke family under the law.</p> <ul style="list-style-type: none"> • Goods should be of merchantable quality – they should be of reasonable quality taking into account what they are supposed to do, their durability and price. • Goods should be fit for the purpose intended – they must do what they are sold as being capable of doing. • Goods should be as described – the description on the package must not be misleading. • Goods should be as per sample – all the goods must be of the same quality as the sample. • If goods do not fulfil any one of the above, the consumer is entitled to redress or compensation – either a refund or replacement or repair. <p>Explain one duty of Murray’s electrical store under the law:</p> <ul style="list-style-type: none"> • The seller/retailer has the contract with the buyer/consumer and is responsible for putting things right / cannot pass responsibility to consumer. <p>(iii) Explain two advantages of taking a case to the Small Claims Court.</p> <ul style="list-style-type: none"> • Provides a quick solution to consumer claims of up to €2,000 • Very accessible to people – complaint can be made by post or on-line – application form can be downloaded • Not expensive – a fee of €15 • No solicitors involved, saving consumer extra cost • Will get unbiased and fair judgement.
1 (B)	<p>(i) Picketing: This means that workers involved in a dispute gather together outside the workplace and carry placards giving information about their dispute / strike / protest. Must be peaceful. Primary and Secondary picketing.</p> <p>(ii) Outline two functions of a trade union:</p> <ul style="list-style-type: none"> • Securing a fair wage for its members / engaging in National Agreements • Securing fair/improved working conditions for its members • Negotiating on behalf of its members in the event of a trade dispute / representation • Seeking opportunities for promotion and training of its members • Providing for training and recreational facilities / saving schemes for members.

Question 2 – Domestic/International Environment

2 (A)	<p>State two advantages of a private limited company:</p> <ul style="list-style-type: none"> (i) Shareholders have limited liability – only their investment at risk (ii) More capital can be raised from up to 99 shareholders (iii) Separate legal entity from the shareholders so it can sue and be sued in law. (iv) Better credit rating with lenders than a sole trader (v) Continuity of existence in the event of death of a shareholder.
2 (B)	<p>Outline two environmental responsibilities of business:</p> <ul style="list-style-type: none"> (i) Pollution – air, water, noise, climate – all efforts to prevent such pollution must be made / no emissions that would affect climate change/ozone layer (ii) Proper waste disposal – no illegal dumping (iii) Energy consumption – conserve energy where possible (iv) Recycling of waste products and packaging (v) Compliance with local authority environmental policy and planning laws.
2 (C)	<p>Explain how Wholefood Farm Products Ltd can behave ethically towards: (i) its customers; (ii) its employees.</p> <p>(i) Customers:</p> <ul style="list-style-type: none"> • Provide good quality products • Charge reasonable prices • Ensure products are safe and healthy • Deal with customers' complaints fairly • Provide honest information about products. <p>(ii) Employees:</p> <ul style="list-style-type: none"> • Pay a fair wage • Provide good conditions of employment • No discrimination in the workplace • Provide safe and healthy workplace • Treat employees with respect and dignity.
2 (D)	<p>State three challenges/difficulties Jim and Martina may have if they decide to export to other markets.</p> <ul style="list-style-type: none"> (i) Distribution costs – far-away locations (ii) Different customs/cultures in other countries (iii) Cost of adapting products/packaging/advertising (iv) Risks of exchange rate fluctuations e.g. Sterling, Dollar (v) Payment difficulties – may be difficult to collect debts from foreign customers (vi) Competition from similar firms in the market (vii) Communication problems/different languages.
2 (E)	<p>Outline two possible benefits that Wholefood Farm Products Ltd may bring to the local community:</p> <ul style="list-style-type: none"> (i) Employment – they employ local people (ii) Spin-off effects – local businesses benefit from supplying services to Wholefood Ltd. (iii) Possible sponsorship and support for local events (iv) Spending by Wholefood Ltd employees in Cork boosts the local economy.

Question 3 – Domestic Environment

3 (A)	<p>(i) Bar Chart:</p> <p style="text-align: center;">Unemployment Rates Nov 07 - May 09</p> <div style="text-align: center;"> <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>Unemployment Rates (Total Persons) - 000's</caption> <thead> <tr> <th>Month</th> <th>Total Persons (000's)</th> </tr> </thead> <tbody> <tr> <td>Nov-07</td> <td>150</td> </tr> <tr> <td>May-08</td> <td>200</td> </tr> <tr> <td>Nov-08</td> <td>250</td> </tr> <tr> <td>May-09</td> <td>400</td> </tr> </tbody> </table> </div>	Month	Total Persons (000's)	Nov-07	150	May-08	200	Nov-08	250	May-09	400
Month	Total Persons (000's)										
Nov-07	150										
May-08	200										
Nov-08	250										
May-09	400										
	<p>(ii) Outline two effects of increasing unemployment on the Government's income and expenditure:</p> <ul style="list-style-type: none"> - More expenditure on unemployment benefit/assistance - More expenditure on medical cards/school books/social welfare/protection - Reduced income tax/PAYE receipts - Reduced VAT receipts due to decrease in consumer spending. 										
	<p>(iii) Outline two effects of increasing unemployment on business:</p> <ul style="list-style-type: none"> - Reduced consumer spending leads to decrease in sales and profits - Lower wage rates / reduction in cost of employment - Easier to recruit new employees as many are available through unemployment - Reduction in working week / 3 day week - Increase in part-time/temporary employees could lead to reduced wage costs - Possible increase in security costs due to probable higher crime rate. 										
3 (B)	<p><i>Increase in number of Irish consumers shopping in Northern Ireland.</i></p> <p>(i) State two effects of this situation for the Irish economy:</p> <ul style="list-style-type: none"> - Less expenditure in southern Irish business – decrease in sales and profits - Increased unemployment in south due to decrease in sales - Tax revenue (VAT/Corporation Tax) to Irish Government reduced - Closure of businesses/bankruptcy due to lack of sales - May make Irish businesses more competitive – must reduce prices to compete. <p>(ii) The Irish Government reduced VAT rates in its December 2009 budget. How can this measure help to reverse the above situation?</p> <ul style="list-style-type: none"> - Reduced prices south of the border will help business to be more competitive - Less incentive to shop in Northern Ireland. 										

SECTION 2 PART 2

MINIMUM: 2 QUESTIONS 150 MARKS

MAXIMUM: 3 QUESTIONS 225 MARKS

Question 4 – Enterprise / Managing

4 (A)	Explain the term autocratic (authoritarian) leader. <ul style="list-style-type: none"> • The autocratic leader has very little trust or confidence in his/her staff. • He/she is unwilling to delegate power and responsibility to subordinates. • He/she makes all decisions and ignores the opinion of others. • He/she uses authority to force agreement and may use intimidation or fear/shouting • This leads to poor motivation / lack of cooperation / industrial relations problems. 	
4 (B)	Outline two effects that poor employer-employee relationships may have on a business: <ul style="list-style-type: none"> • Employee dissatisfaction / Poor atmosphere in workplace • Poor motivation of staff leads to low productivity, poor sales/service, lower profit • High absenteeism due to poor atmosphere/poor job satisfaction • High labour turnover – staff who are unhappy will not remain with the firm • Industrial relations problems – strikes, work-to-rule. 	
4 (C)	Outline three enterprising skills/characteristics displayed by Roisín: <ul style="list-style-type: none"> • Innovative – able to see problems and opportunities and solve them • Decisive – set up her own business • Flexible/adaptable – responded to change • Risk-taker – took on new staff <p>Also: good communicator, motivator, leader.</p>	
4 (D)	Name two long-term sources of finance Roisín may have used to help start her business and explain one of them: <p>(i) Mortgage – for purchase of property; amount, cost/interest, security.</p> <p>(ii) Long term loan – amount, cost/interest, security.</p> <p>(iii) Owner’s Capital – finance invested in the business by the owner, usually made up of personal savings (on deposit in bank accounts, interest earned).</p>	
4 (E)	Explain McGregor’s Theory Y on Motivation, with reference to given text.	
	<i>Explanation</i>	<i>Reference to Text</i>
	Employers trust employees to do their work well.	Roisín trusts her staff.
	Employers delegate jobs and responsibilities to staff.	Roisín believes her staff have ability and the right to contribute to decision making.
	Employers consult regularly with staff about the best way to do their work.	She regularly consults with staff over business issues.
	Employers motivate staff and recognise their achievements.	She pays her staff well and praises the high standard and quality of their work. She is an excellent communicator.
	Employees want responsibility and are ambitious.	Roisín values her staff’s opinions.
	Employees like to work and are willing to work. Work is satisfying.	Roisín values her staff’s opinions and trusts her staff.

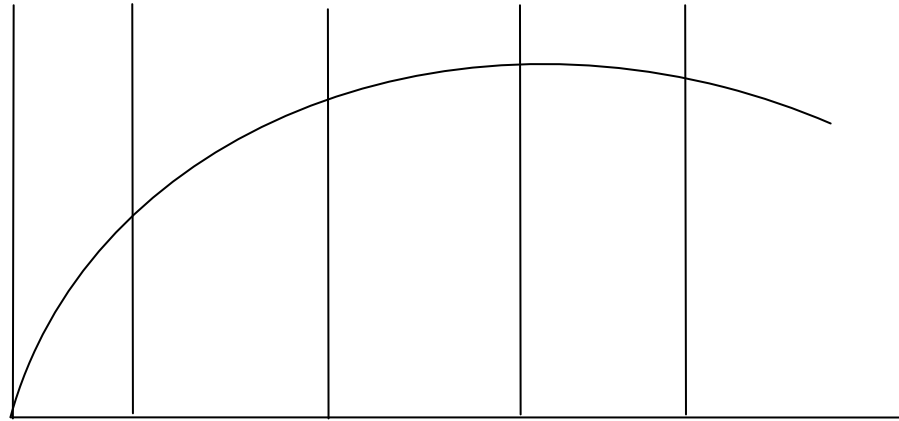
Question 5 – Managing

5 (A)	<p>Using today’s date draft the Notice and the Agenda for the Annual General Meeting of Glendarn Sports Club. (The Agenda should contain at least five items)</p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> <p style="text-align: center;">Glendarn Sports Club</p> <p style="text-align: right;">15 June 2010</p> <p>Notice is hereby given that the Annual General Meeting of the Club will take place on 5 July 2010 at 7.30 p.m. in the Park Hotel Galway.</p> <p>Agenda:</p> <ol style="list-style-type: none"> 1. Minutes of the last Annual General Meeting 2. Chairperson’s report 3. Treasurer’s report 4. Election of new officers 5. Repair of clubhouse/Funding/Insurance costs 6. A.O.B. <p>Michael Brown Secretary</p> </div>
5 (B)	<p>(i) Outline two duties of a Chairperson at a meeting.</p> <ul style="list-style-type: none"> • Ensure that there is a quorum, open the meeting and run it in an orderly manner • Ensure that the agenda is followed / ensure compliance with standing orders • Make sure that everybody gets a chance to participate and air their views • Ensure that any voting is carried out according to standing orders • Chairperson may have casting vote in the event of a tie. <p>(ii) Outline two duties of a Secretary at a meeting.</p> <ul style="list-style-type: none"> • Ensure that all entitled to attend have received the Notice and Agenda in advance • Ensure all facilities are arranged and all necessary documentation is available • Read the minutes of the last meeting • Read out any correspondence • Take notes of discussions and decisions made in order to write the minutes.
5 (C)	<p>State two advantages of meetings as a method of communication.</p> <ul style="list-style-type: none"> • They allow people to exchange ideas and information • They allow decisions to be made by voting on proposals • Problems can be discussed and solutions put forward • People can report findings, etc. to other participants • Face-to-face communication / less misunderstanding / less chance of conflict.
5 (D)	<p>(i) Explain insurance terms.</p> <p>Policy: A policy is a contract document between the insurance company and the insured – it contains details of the insured, the risks covered, length of cover and the conditions attached.</p> <p>Claim form: If an insured loss is suffered, the insured completes this document when seeking compensation, giving a description of what happened and stating the amount of loss suffered. Joanne would be seeking compensation for the flooding damage for the Club.</p> <p>(ii) Outline how recent flood damage may affect the club’s future insurance premiums. Insurance premiums may increase as premiums are based on risk. Insurance companies may refuse to cover the risk, or could amend the insurance contract, as they consider that the risk is now greater.</p>

Question 6 – Managing

6 (A)	<p>Explain the following terms with reference to the given advertisement:</p> <p>(i) A JOB DESCRIPTION describes the vacancy that needs to be filled. It includes:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Explanation</i></th> <th style="text-align: center;"><i>Reference to Advertisement</i></th> </tr> </thead> <tbody> <tr> <td>• the job title</td> <td>Web Designer</td> </tr> <tr> <td>• details of work</td> <td>Involves meeting with clients to assess their requirements</td> </tr> <tr> <td>• place of work</td> <td>Dublin</td> </tr> <tr> <td>• duties and responsibilities</td> <td>Designing and developing unique websites and on-site training for clients</td> </tr> <tr> <td>• conditions of employment.</td> <td>Negotiable.</td> </tr> </tbody> </table> <p>(ii) A PERSON SPECIFICATION describes the qualities that the successful candidate should have. They would include:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Explanation</i></th> <th style="text-align: center;"><i>Reference to Advertisement</i></th> </tr> </thead> <tbody> <tr> <td>• qualifications</td> <td>IT degree/diploma</td> </tr> <tr> <td>• experience</td> <td>Experience</td> </tr> <tr> <td>• other suitable characteristics/skills</td> <td>Excellent communication skills; problem solving capacity. An ability to work as part of a team.</td> </tr> </tbody> </table>	<i>Explanation</i>	<i>Reference to Advertisement</i>	• the job title	Web Designer	• details of work	Involves meeting with clients to assess their requirements	• place of work	Dublin	• duties and responsibilities	Designing and developing unique websites and on-site training for clients	• conditions of employment.	Negotiable.	<i>Explanation</i>	<i>Reference to Advertisement</i>	• qualifications	IT degree/diploma	• experience	Experience	• other suitable characteristics/skills	Excellent communication skills; problem solving capacity. An ability to work as part of a team.
<i>Explanation</i>	<i>Reference to Advertisement</i>																				
• the job title	Web Designer																				
• details of work	Involves meeting with clients to assess their requirements																				
• place of work	Dublin																				
• duties and responsibilities	Designing and developing unique websites and on-site training for clients																				
• conditions of employment.	Negotiable.																				
<i>Explanation</i>	<i>Reference to Advertisement</i>																				
• qualifications	IT degree/diploma																				
• experience	Experience																				
• other suitable characteristics/skills	Excellent communication skills; problem solving capacity. An ability to work as part of a team.																				
6 (B)	<p>State three ways in which Cohan IT Solutions could reward its staff.</p> <p>Financial: Salary/wage, Bonus, Profit-sharing scheme, Commission, Share ownership, Pension plan</p> <p>Non-financial: Benefits-in-kind e.g., club membership, health insurance, company car. Flexitime, Job sharing, Pleasant and safe working conditions.</p>																				
6 (C)	<p>Outline two benefits of teamwork to a business.</p> <p>(i) Motivation - teamwork encourages greater effort and recognition is given for everyone's achievements</p> <p>(ii) Improved decision making because of a wider range of views</p> <p>(iii) More ideas - members of a team are more forthcoming with solutions and ideas</p> <p>(iv) Support - team members share the responsibility and can help each other</p> <p>(v) Workload is shared / greater use of people's talents / work gets done faster/better</p> <p>(vi) Improved job satisfaction – reduces labour turnover and absenteeism.</p>																				
6 (D)	<p>State two ways, other than the newspaper, Cohan IT can use to recruit new staff.</p> <p>(i) Advertisements – local/national/radio/teletext/aertel</p> <p>(ii) Recruitment agencies</p> <p>(iii) Internet sites</p> <p>(iv) FÁS</p> <p>(v) Head-hunting (colleges)/contacts/networking/word of mouth.</p>																				
6 (E)	<p>Outline three advantages of Information Technology to a business, giving examples.</p> <p>(i) Marketing and access to global markets – Internet/websites</p> <p>(ii) Instant and improved communication – e-mails, Facebook</p> <p>(iii) Quick decision making – budgets, cash flow forecasts on spreadsheets</p> <p>(iv) Market research – Internet</p> <p>(v) Goods/services may be sold through an online shopping site</p> <p>(vi) Can bring people at different sites together for a meeting – video-conferencing</p> <p>(vii) Speedy stock ordering through Electronic Data Interchange (EDI).</p>																				

Question 7 – Business in Action

7 (A)	<p>State three factors which affect the price of a product.</p> <ul style="list-style-type: none"> • Cost of production – costs must be calculated and recouped over the life of the product. • Competition – price must be similar to competitors to gain market share • Type of product – whether perishable, durable, mass-produced or highly technical • Economic conditions/demand – higher prices in a booming economy • Break-even point – the minimum price to cover costs • Seasonal influences – certain goods in demand or supplied only at specific times • Government taxes/VAT – will be added to final price • Government restrictions – maximum price set for certain products • Target market – different prices may be charged in different markets.
7 (B)	<p>Product Life Cycle:</p> <p>Sales</p>  <p style="text-align: center;">Introduction Growth Maturity Saturation Decline Time</p>
7 (C)	<p>State two reasons why a business would carry out market research:</p> <p>To find out:</p> <ul style="list-style-type: none"> • information about the target market/customers' needs • if demand exists for a new product/service • information about the competition's prices/products • the best marketing mix – 4 Ps • to reduce risk of failure/producing unwanted products.
7 (D)	<p>(i) State two benefits of using a brand name.</p> <ul style="list-style-type: none"> • helps identify the product / it differentiates the product from other products • creates customer loyalty / easier for the customer to select the product • allows new products to be launched • can allow a firm to charge a higher price and make extra profits. <p>(ii) Give two examples of global brands.</p> <p style="padding-left: 20px;">Nike, Rolex, Lacoste, Vodafone, etc.</p>
7 (E)	<p>Explain the term 'target market'.</p> <p>The target market is the group of people at whom a particular product or service is aimed. The target market may be characterised by age, income level, gender, location, lifestyle. (People sharing common needs).</p> <p>Example: Athletes would be the target market for energy drinks.</p>

Question 8 – Managing / Business in Action

8 (A)	<p>Sole Trader: (i) Two Advantages</p> <ul style="list-style-type: none"> (i) Formation – easy to set up (ii) Control – the sole trader can make all the decisions (iii) Profits – the sole trader keeps all the profits (iv) Confidentiality – don't need to disclose information to the public. <p>(ii) Two Disadvantages</p> <ul style="list-style-type: none"> (i) Risk – bears all the risk/responsibility (ii) Liability – unlimited liability – could lose private possessions (iii) Setting up/expansion – has to provide all the capital (iv) Continuity – not guaranteed after retirement/death of owner (v) Stress – a lot of pressure and work on one person.
8 (B)	<p>(i) Name three types of insurance Jack should have for his business.</p> <p>(ii) Give one reason for having each type of insurance.</p> <ul style="list-style-type: none"> • Public Liability – to protect against claims by members of the public (coffee shop) • Employers Liability – to protect against claims by staff (bakery and coffee shop) • Motor – required by law for van • Buildings and contents insurance – against burglary, fire, flood, etc • Employers PRSI – required by law for employers to pay some/all employees PRSI <p>Also: Fidelity Guarantee, Consequential Loss, Product Liability Insurance.</p>
8 (C)	<p>Outline three advertising media that Jack could use to promote his business.</p> <ul style="list-style-type: none"> (i) Radio – many listeners (ii) Newspapers – can illustrate all aspects (iii) Flyers/posters – local market (iv) Direct mail – special offers / personal discounts (v) Internet – international market (vi) Magazines – glossy write-ups (vii) Television – large national market (viii) Cinema – captive audience.
8 (D)	<p>Apart from price reductions, outline two other methods of sales promotion Jack could use to increase sales.</p> <ul style="list-style-type: none"> (i) Special Offers – buy one, get one free: three for the price of two (ii) Competitions – customers like to win prizes in shop (iii) Vouchers /Loyalty cards – free gift after collecting a certain amount (iv) Money off coupons – customers get discounts (v) Free samples – encourage customers to return.
8 (E)	<p>Explain the term 'bank overdraft'.</p> <ul style="list-style-type: none"> • bank allows the customer to withdraw more money from the account than the account holds • it is a short term source of finance • interest is paid on the overdrawn amount • a limit is set on the amount of the overdraft.



Coimisiún na Scrúduithe Stáit

Marcanna Breise as ucht freagairt trí Ghaeilge

Léiríonn an tábla thíos an méid marcanna breise ba chóir a bhronnadh ar iarrthóirí a ghnóthaíonn níos mó ná 75% d'iomlán na marcanna.

N.B. Ba chóir marcanna de réir an ghnáthráta a bhronnadh ar iarrthóirí nach ghnóthaíonn níos mó ná 75% d'iomlán na marcanna don scrúdú. Ba chóir freisin an marc bónais sin a **shlánú síos**.

Tábla 400 @ 10%

Bain úsáid as an tábla seo i gcás an ábhair a leanas, a bhfuil 400 marc san iomlán ag gabháil leis agus inarb é 10% gnáthráta an bhónais:

Gnó – Gnáth Leibhéal

Iomlán: 400 marc

Gnathráta: 10%

Bain úsáid as an ngnáthráta i gcás 300 marc agus faoina bhun sin.

Os cionn an mharc sin, féach an tábla thíos.

Bunmharc	Marc Bónais
301 - 303	29
304 - 306	28
307 - 310	27
311 - 313	26
314 - 316	25
317 - 320	24
321 - 323	23
324 - 326	22
327 - 330	21
331 - 333	20
334 - 336	19
337 - 340	18
341 - 343	17
344 - 346	16
347 - 350	15

Bunmharc	Marc Bónais
351 - 353	14
354 - 356	13
357 - 360	12
361 - 363	11
364 - 366	10
367 - 370	9
371 - 373	8
374 - 376	7
377 - 380	6
381 - 383	5
384 - 386	4
387 - 390	3
391 - 393	2
394 - 396	1
397 - 400	0

