

MARKING SCHEME

SECTION A: AUDIO VISUAL

30 MARKS

Answer all questions.

PART 1

- Q.1** Who set up the National TidyTown initiative? **1m**
1. Bord Fáilte,
 2. Fáilte Ireland
- Any one @ 1m**
- Q.2** What is the primary focus of TidyTown? **2m**
1. To encourage communities to improve their local environment.
 2. To make their area a better place to live, work and visit.
- Any one @ 2m**
- Q.3** What does being a volunteer with TidyTown allow individuals to do? **3m**
- It allows individuals to practise their passion for:
1. The good of their community.
 2. The built environment.
 3. Landscaping.
 4. Sustainable living.
 5. Local wildlife.
- 3 @ 1m**

PART 2

Q.4 Why do people choose to volunteer for TidyTowns? **4m**

1. People want to make a difference and work together to make their village, town or city the very best it can be.
 2. They want to do something positive with their free time.
 3. They want to improve their personal skills.
 4. Some might want to take on a personal challenge or improve their self-esteem.
 5. Others want to gain personal satisfaction from knowing that they have helped improve their community.
 6. Others enjoy the social aspect of meeting new people and making friends.
- 4 @ 1m**

Q.5 What type of volunteers do TidyTowns need? **4m**

1. Volunteers who respect the aims and values of the organisation.
 2. Volunteers need to be committed to the work and do the work to a high standard.
 3. Volunteers must attend all training sessions and put information received into practice at work.
 4. They must work well with other volunteers or team members.
 5. Volunteers must be trustworthy, reliable and punctual.
- 4 @ 1m**

Q.6 How can commercial enterprises help TidyTowns and why would they choose to do so? **4m**

1. Financial support.
 2. Donations of materials required.
 3. Use their facilities to hold meetings.
 4. Man hours.
- 3 @ 1m**

Reasons why:

1. Good PR for the business / free advertising.
 2. It allows them to give something back to the community.
 3. Earns goodwill in the area.
- 1 @ 1m**

PART 3

Q.7 Outline the areas that each town is assessed under in the TidyTowns competition.

6m

1. Community Involvement & Planning.
 2. Built Environment & Streetscape.
 3. Landscaping & Open Spaces.
 4. Wildlife, Habitats & Natural Amenities.
 5. Tidiness & Litter Control.
 6. Sustainable Waste & Resource Management.
 7. Residential Streets & Housing Areas.
 8. Approach Roads, Streets & Lanes.
- 6 @ 1m**

Q.8 State and explain three ways that Tom could promote volunteering in Lismore.

6m

1. Flyers/notices – Put up flyers in shops/schools/community centres etc.
 2. Speak to students in school or to people at a local town meeting.
 3. Design a website/Facebook page and link it with community/local sites.
 4. Give an interview on local radio or send in a notice to be read out over the radio encouraging people to volunteer.
 5. Put an article in a local newspaper asking for volunteers.
 6. Hold a fundraising activity.
 7. Word of mouth – get volunteers to speak to their friends, promoting volunteering.
- 3 @ 2m (1 + 1)**

Q.1 State and explain three problems facing the village of Dromiskin.

6m

1. Heritage sites go unnoticed due to lack of promotion.
2. Poor infrastructure, limited public transport/no rail service/location.
3. Closure of Linencare, a major employer in the village.
4. Population changing, people moving, ageing population.
 - Young people moving away.
 - Downsizing/possible redundancies/economic downturn.
 - Few employment opportunities.
5. Lack of services/facilities for young people.

3 @ 2m (1 + 1)

Q.2 (a) Why is the County Council part of the Community Development Committee?

(b) Discuss the challenges that the Community Development Committee might encounter.

12m

(a) The County Councils look after local areas/they have responsibility for planning/ environmental issues and amenities in these areas.

2 statements @ 2m each

(b) 1. Lack of finance. It may be difficult to get money from lending institutions/fundraising/ local investment/grant aid.

2. Apathy/getting a variety of people to become involved.

3. Lack of experience//training required/management skills/help from agencies.

4. Personality clashes/individuals trying to dominate/self interest from some people/ not all interested parties represented on the committee.

4 @ 2m (1 + 1)

- Q.3** (a) Outline two reasons why the County Council wants people from the local community and businesses to participate in the Community Development Committee.
- (b) Explain how the Community Development Committee can ensure that meetings are effective.

12m

- (a)
1. The County Council needs to know what the local community wants from the playground/involve them in making decisions about the development.
 2. The large range of skills and talents within these groups will benefit the committee/costs reduced due to services provided by local people. Business people have the business management and finance skills needed to ensure the success of the project.
 3. Business groups may invest in the development of the playground/may sponsor activities in the centre/boost public relations.
 4. Generates a better community spirit because if local people are involved from the outset they will be more positive about the community playground.
- 2 @ 2m (1 + 1)
- (b)
1. Meeting should be well planned in advance e.g. dates should be decided to ensure good attendance by members/prepare the venue/notice of the meeting sent out in advance.
 2. Draw up an agenda to clarify the purpose of the meeting/ensure each item on the agenda is followed.
 3. The minutes of previous meetings and agreed actions should be circulated by the secretary in advance, as well as any essential documentation.
 4. Have members who are representative of all the interested parties.
 5. Elect a good chairperson who will ensure that the meeting is run smoothly.
 6. All decisions/voting should be made by consensus with the committee members.
 7. Clearly define the roles and responsibilities of each team member and make sure there is delegation of work to the members.
 8. Committee members should listen to and value and respect the contribution of everyone's opinions and ideas.
- 4 @ 2m (1 + 1)

There are six questions. Answer **any four** questions. All questions carry equal marks.

Q.1 Planning is very important to ensure your enterprise is successful.

- (a) Why is a business plan important for an enterprise? **3m**
It allows you to set aims and objectives, be realistic about finance needed and is necessary if you are applying for a bank loan or grants. It helps you make decisions.
2 statements - 1 @ 2m and 1@ 1m
- (b) Name and explain three areas that would be included as part of the body of a business plan. **6m**
1. Market research – This is important to see if your idea will be successful.
 2. Finances – This is important so that you know how much is needed/where you will get the money to set the business up/budgeting is important to ensure you have enough to meet your running costs.
 3. Personnel/HR – How many employees you need/what qualifications they need.
 4. Details on output of Product/Service – This shows you know how long it will take you to make the products/potential difficulties are planned for.
 5. Premises/location – To have proper facilities and enough space/near good infrastructure.
3 @ 2m each 1m + 1m
- (c) Consider the location of an enterprise organisation you are familiar with. Outline **four** reasons why it is located there. **8m**
1. Close to markets/availability of raw materials.
 2. Premises were available/tradition there a long time.
 3. Availability of suitable workforce.
 4. Environmental issues.
 5. Economic reasons – grant for being in a Business Centre.
 6. Infrastructure – close to good roads/parking.
4 @ 2m each 0 or 2m.
- (d) Many local businesses actively help and support schools. Explain how a business can help secondary schools in the local area. **8m**
1. Offer work experience to students + valid expansion.
 2. Accommodate visits out if appropriate.
 3. Speak to students about what they do/business in general.
 4. Offer sponsorship/donations/services/facilities for school activities e.g. sports team/musicals etc.
 5. Assist with mock interviews/career days in the school.
 6. Sit on the Board of Management in the school. Give advice/practical skills/specialist advice on developments at the school or in the area affecting the school.
 7. Provide mentoring services.
4 @ 2m (1 + 1)

Q.2 My Own Place gives students a valuable insight into the area in which they live.

(a) Identify and describe a community need not currently being met locally. **4m**

| | | |
|---|-----------|---------------|
| <u>Identifying</u> the need/description | 1m | |
| <u>People</u> affected | 1m | |
| <u>Why</u> it is needed/reasons | 2m | 2 @ 1m |

(b) What suggestions would you make to address that need? **6m**

1. Organise a meeting for/committee of interested persons.
2. Set up new branch of society/organisation e.g. St V de P.
3. Get businesses in the local area involved.
4. Project for local school.
5. Fundraising event/apply to National Lotto for funding.
6. Approach local representatives for help.
6 @ 1 m

(c) Prepare a questionnaire you would use to do an investigation of your local area. **7m**

- | | | | |
|-----|----------------------------|---|-----------------------------------|
| Q1 | Rural or Urban | | |
| Q2 | Types of Business/Industry | Financial Dry cleaners | Supermarkets Travel Agents |
| Q3 | Shopping | Local | Other |
| Q4* | <u>Leisure Facilities</u> | Pitches/ Courts Community Hall Public Amenities | Swimming Pool Cinemas Parks |
| Q5 | Services in the area | Train Station | Bus station |
| Q6 | Educational Facilities | Pre school Second Level | Primary School Third Level |
| Q7 | Employment | Types of employment in the area | |
| Q8 | Community groups | Tidy Towns/area development committee/mother-toddler | |
| Q9 | Tourism/Heritage | Tourist trails/attractions/ancient ruins | |
| Q10 | Local issue | Pollution/crime/lack of facilities/ suggestion for improvement | |

1m Heading
1m Instructions
1m Layout / Neatness
4 Q @ 1m each * Compulsory point

- (d) What challenges might your local area face over the next five years?
Suggest how these might be overcome.

8m

- 1 Unemployment due to recession/loss of jobs due to closure of factories/business/employers reducing the number of employees.
This can be overcome by attracting new employers/organising retraining of workers/encouraging people to shop local.
 - 2 Lack of facilities for residents/young people/social issues.
Organise local committees to work with the council to provide appropriate facilities.
 - 3 Environmental issues.
Improve water quality/pollution etc.
Aim to win an award by getting all people to work together.
 - 4 Transport links.
Work with providers to ensure rail links are not shut down/motorways are constructed in a way that is sensitive to local features.
 - 5 Depopulation/emigration to other countries.
Work with CEB/grants incentives to set up new business.
- 4 @ 2m each (1 + 1)**

Q.3 Work Experience is a great learning experience for students.

(a) Outline how you prepared for your work experience placement. **6m**

1. Researched the places where it was possible to do work experience.
2. Prepared a CV/prepared a work placement template.
3. Contacted the employer/wrote letter/telephoned/emailed/personal contacts.
4. Handed in Parental Consent form.
5. Gave insurance details to the employer.
6. Researched the type of work to be done/company where placement is to take place.
7. Checked the starting/finishing times.
8. Made arrangements for travel/clothes/lunch/necessary equipment.
9. Underwent relevant training/security checks.

3 @ 2m (1 + 1)

(b) Write a formal letter to an employer in your area seeking work experience as part of your link modules programme **8m**

Your address

| | |
|------------------------------------|---------------------------------------|
| Addressee | 1m |
| Date | 1m |
| Opening & closing | 1m |
| Introduction | 1m refer to LCVP /Link Modules |
| Statement seeking work experience | 1m |
| Layout <i>sincerely</i> | 1m |
| Spelling | 1m |
| Grammar, paragraphing, punctuation | 1m. |

(c) Outline why work shadowing/work experience is useful to students. **5m**

1. Gives them a taste of the world of work.
2. It helps with career choice.
3. New skills are learned.
4. Helps enhance their CV.
5. Interaction with adults boosts confidence.
6. They may get part-time work from it/contacts.
7. Helps them complete their portfolio.
8. Motivates them to work harder in school.

5 @ 1m each

(d) Explain how an employer can ensure that students have a meaningful and useful work experience.

6m

1. Employers should make sure that students receive proper training e.g. Health and Safety information/good induction at the start of the job.
2. A clearly defined job description should be provided, including start and finish times, dress code, lunch arrangements etc.
3. They should provide a variety of tasks to broaden the experience. Not giving boring, non meaningful work. Kept busy/not overworked.
4. There should be a mentor assigned to the student who will look after them and answer any questions/provide feedback.
5. Treat the student as a full-time employee as far as possible. Not ignored, discriminated against.
6. Provide information on a career path.

3 @ 2m (1+1)

Q.4 The Career Investigation allows students become more knowledgeable about their chosen career.

5m

(a) (i) Name a career you investigated.

Any named career

1 @ 1m

(ii) State two Leaving Certificate subjects required for this career and explain the relevance of these subjects to your career choice.

State two subjects / /

2 @ 1m

Explain the relevance of the subjects

2 @ 1m

(b) Having identified a suitable career, describe four steps you now need to take to reach your career. **4m**

1. Complete Leaving Certificate points/entry requirements.

2. CAO application, finish college or training.

3. Interview - preparation, application.

4. Work Experience/work shadowing.

4 @ 1m

(c) Identify four sources of information used to investigate the career and outline how each source was relevant. **8m**

1. Internet/Qualifax - Easy to use. Up-to-date information.

2. Brochures/Prospectus/Library - Very convenient to use. Easily available.

3. Open Day - Convenient. You get a lot of information in the one place.

4. Interviewing someone working in the career/work experience - you can ask any question. They have all the relevant information.

5. Career Guidance teacher - they have a variety of information. Easy to access the information.

4 @ 2m (1 + 1)

(d) Evaluate the Career Investigation process in three ways.

8m

1. Review what was learned/Did I find out what I wanted?
Research Methods - Internet
Different pathways to the career
Interviewing someone about the career
Using packages such as Careers World/Qualifax
DATS Testing, did I learn my own strengths?
2. | New Skills/Personal Skills
| Report writing.
| Organising thoughts/organised
| Improved IT skills
| Communication Skills
| Research Skills
3. Success of the Out of Class Activities
Open Days
Quality/amount of the information received
Interviewing Others
Work experience/shadowing
4. Help with future plans
Know what career you want/do not want.
More focused about strengths & weaknesses
Realistic targets
Long-term career and life goals.

3
3
2

2 @ 3m (1m + 1m + 1m)

1 @ 2m (1m + 1m)

Q.5 Your LCVP class has decided to organise a Visit Out.

(a) Name the business your LCVP class visited and outline the product / service they provide. **4m**

| | |
|------------------------------|-----------|
| Name of business | 2m |
| Outline of product / service | 2m |

(b) Describe three essential steps you would take in preparing for this visit. **6m**

1. ✖ *Contact the enterprise/organisation to arrange time/date.
2. ✖ Get permission principal/teachers/parents.
3. Arrange transport.
4. Prepare necessary materials for visit.
5. ✖ *Research the company. Prepare questions to ask.
6. Decide who is doing what on the visit.
*** Compulsory point 3 @ 2m each (0 or 2m)**

(c) Identify three benefits of teamwork in this activity. **6m**

1. Work was shared.
2. Members took ownership of their work as there were others involved.
3. Different students had different strengths/skills.
4. New skills learned/developed from working with others.
5. More work was done and it was done quicker.
6. Easier to solve problems as more than one approach was reviewed.
7. Easier to come to an acceptable decision as everyone has had a say.
3 @ 2m (1 + 1)

(d) Describe three methods that could be used to evaluate the Visit Out, with a reason for choosing each method.

9m

1. Questionnaire: Can be given to the organisation visited as well as to the class.
Reason: Easy to administer/collate results
Can be completed anonymously
Generally inexpensive
Good response rate
They are objective.
2. Ask teachers/member of organisation visited for opinion.
Reason: Allows the class to practise their interview/communication skills
Questions can be explained if necessary
Easy to do
No cost involved
You will get honest feedback/review of teamwork.
3. Quality of report has enough information/correct type of information been learned.
Reason: Easy method to use as all class members must produce a report
Reports can be compared easily
4. Review of Teamwork. Did the class put into practice what they have learned?
Reason: Objective was to work well as a team
All class members are aware of what is involved
5. Class Discussion: Varying opinions and discussions can be taken on board.
Reason: Easy to organise
Everyone can participate
Allows one to see how much was learned
Good to show improvement or practice in communication skills

3 @ 3m each: Method 1m, Description 1m, Reason 1m

Q.6 As part of Enterprise Education students are encouraged to set up a Mini Company.

- (a) List **four** methods that an enterprise may use to generate ideas. 4m
1. Brainstorming in the class/suggestion box/mind map
 2. Copy previous successful enterprises
 3. Do market research to find out what would sell/survey/internet
 4. Look at what is available in the shops
 5. Hobbies/interests
 6. Consultants/mentor from Junior Achievement/CEB
- 4 @ 1m**
- (b) Outline **three** benefits to students of participation in this activity. 6m
1. The classes' teamwork skills are practised/importance of listening to others.
 2. Awareness of helping others/the charity is created.
 3. Personal skills can be developed as the students can choose different roles to carry out.
 4. The self-esteem of the students will improve as they will have a high profile around the school during this activity/work with people they have never worked with before.
 5. Taught the importance of planning, which will help drawing up plans/study plans.
 6. Helped to complete an item for the Link Modules portfolio.
- 3 @ 2m (1 + 1)**
- (c) Explain why it is important to carry out market research before undertaking this activity. 6m
1. You find out if the students would be interested in the product/what year groups are interested so you can plan your product around them.
 2. You can get an idea of how much students would be willing to pay.
 3. Potential problems should be identified e.g. quality, need for raw materials/start up capital/location.
 4. Make sure money is not wasted, produce the correct quantity.
 5. Information on competitors.
- 3 @ 2m (1 + 1)**
- (d) Review and evaluation are important at the end of an enterprise activity.
- (i) Describe the different areas of the enterprise activity that need to be evaluated. 9m
- (ii) Explain why each of these areas should be evaluated.
1. Were the aims achieved?/Did the activity go to plan?/Was the correct product produced? -This shows that they were realistic.
 2. Were clients/teachers/students satisfied with the activity? → Involved
 3. Teamwork/group performance, did all the class participate in the activity? → share
 4. Time management - were the time schedules adhered to?
 5. Costs - did the class keep within budget/make the expected profit?
 6. New skills learnt/developed → future
- 3 @ 3m 1 + 2m (0/2)**