

MARKING SCHEME

SECTION A: AUDIO VISUAL

30 MARKS

Answer all questions.

Part 1

- Q.1 What two clubs amalgamated to form Naomh Seosamh?
Dromiskin Unknowns and the Darver Volunteers (2 m)
2 @ 1m
- Q.2 Who does the club cater for? (2 m)
- The club caters for boys and girls in all age groups up to the age of 12.
 - They are in the process of developing a ladies football team.
 - They also have two adult teams.
- 2 @ 1m
- Q.3 What achievements have the club had to date? (2 m)
- They have won the Senior County Title in 1996 and 2006.
 - They have won three Minor Championships in 1994, 2009 and 2010.
- 2 @ 1m

PART 2

- Q.4 What sports does the club cater for? (4 m)
- Basketball
 - Badminton
 - Peile (indoor Gaelic football),
 - Indoor soccer,
 - One-wall handball
 - Martial arts
 - Hip hop dancing,
 - Irish dancing,
 - Keep fit.
- 4 @ 1m
- Q.5 How does the club promote inclusion and community spirit? (4 m)
- Every Wednesday as part of the GAA social initiative there is a coffee morning in their clubrooms which promotes inclusion and counters isolation in our community.
 - Every Friday there is a drop-in centre for the youth of the parish.
 - They host the annual senior citizens' Christmas party.
 - They held a hugely successful community BBQ and family day during the summer.
 - Dromiskin Fit Club developed a great sense of camaraderie and community spirit and new members are always welcome. It's a great way to get and stay fit as well as making new friends.
- 4 @ 1m

- Q.6** What range of facilities does St. Joseph's offer? **(4 m)**
- Floodlit full-size Gaelic football pitch
 - 34 m × 18m community hall incorporating full-size basketball court and four badminton courts
 - Six full-size dressing rooms with shower facilities
 - One dedicated ladies dressing room
 - Dedicated referees' rooms
 - Club bar and function room
 - Full kitchen
 - Meeting room and press box
 - Lift for disabled and senior citizens
 - Parking on site
 - Community field to rear of football field (used by Athletics Club and others).
- 4 @ 1m**

PART 3

- Q.7** Explain three difficulties that the committee might encounter in their efforts to encourage development and investment in the club? **(6 m)**
- Planning issues
 - Lack of funding to promote club
 - Objections to change
 - Lack of long-term planning/vision
 - Lack of support
 - Lack of volunteers.
- Named (1) Expansion (1)**
Any 3 @ 2 m
- Q.8** How can the committee ensure that meetings are effective? **(6 m)**
- Meetings 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.
 - Draw up an agenda to clarify the purpose of the meeting/ensure each item on the agenda is followed.
 - The minutes of previous meetings and agreed actions should be circulated by the secretary in advance, as well as any essential documentation.
 - Have members who are representative of all the interested parties.
 - Elect a good chairperson who will ensure that the meeting is run smoothly.
 - All decisions/voting should be made by consensus with the committee members.
 - Clearly define the roles and responsibilities of each team member and make sure there is delegation of work to the members.
 - Committee members should listen, value, respect the contribution of everyone's opinions and ideas.
- 3 @ 2 m**
(1 + 1)

SECTION B: CASE STUDY**30 MARKS**

Q.1 State and explain **three** enterprising characteristics/ skills shown by Alannah? **(6 m)**

- **Innovative/Creative:** She has come up with new ideas or found ways to improve existing ideas.
- **Motivated:** She is a self-starter/enthusiastic to get going. She wants to give herself personal satisfaction.
- **Realistic:** She knows what needs to be done without being too overly ambitious.
- **Risk-taker:** She is willing to set up on her own and is willing to manage the risks both personal and financial.
- **Decisive:** She is good at making decisions. She makes them quickly and definitely.
- **Flexible:** She is willing to change her career path as the need arises.
- **Hardworking:** She is willing to put in a huge effort/hours/work.

3 @ 2 m (1 + 1)

1m for stating + 1m for description. No repetition.

Q.2 Explain the term Market Research. Outline **four** methods other than a questionnaire that Alannah could use as a market research tool. Explain how Alannah could promote her restaurant in a more positive light. **(12 m)**

(i) Explain the term Market Research.

Market research is the gathering, collecting, recording and analysis of information gathered/allows you to make decisions of how to proceed with the business.

2 m (1 + 1)

(ii) Outline four methods other than a questionnaire that Alannah could use as a market research tool.

Interviews/sampling/panel studies/observation/internet/telephone/existing records/government publications.

4 @ 1m

(iii) Explain how Alannah could promote her restaurant in a more positive light.

- She could use the new website to give information/advertise her business.
- Use social media such as Facebook, Twitter, Internet mobile phone apps.
- They could organise special promotions, e.g. kids under 5 eat free with a two-course adult meal, free bicycle hire, transport. Come up with niche products to take advantage of opportunities, e.g. takeaway service.
- They could set up stands at trade fairs/festivals/outdoor markets.
- Advertise in newspapers/tourist brochures/flyers/billboards/signs/in businesses.
- Sponsorship of local teams/festival events.
- Local businesses could work together, e.g. advertising in B & Bs.

3 @ 2 marks (1 + 1)

Q.3 Outline **four** areas of the business that Alannah must address in order to turn her business around. **(12 m)**

- **Finances**
Ability to repay loans.
Cash flow management/having enough money for weekly expenses.
Capital planning. Making plans for when new equipment needs to be bought.
Getting payments from customers.
 - **Quality of service**
Service must always be improving.
New services added as demanded by customers.
 - **Staffing**
Having suitable trained staff.
Recruitment of staff/management capabilities/different types of staff required.
Keeping staff motivated/good industrial relations.
 - **Equipment**
Investing in new technologies.
Keeping equipment up to date.
 - **Competition**
Keeping ahead of the competition/competitive pricing.
Aware of future trends/continued market research.
 - **Marketing**
Keeping up good relations with the local community/P.R. /supporting local businesses.
Advertising/sales promotion.
Greater customer base.
- 4 @ 3m (1 + 2)**

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

Q.1 Working as part of a team teaches you valuable skills for your future career.

- (a) Outline one LCVP team activity you were involved in. (2 m)
Name 1m, Outline 1m
- (b) Describe the characteristics of a successful team. (8 m)
1. There are a range of talents or strengths/they should be versatile.
 2. All members are very committed to a common goal/self-motivated to achieve/planning.
 3. The roles and responsibilities of team members are clearly defined.
 4. All ideas and opinions are heard and valued/tolerate others' views.
 5. There is trust and cooperation between team members and there is a good atmosphere.
 6. There is a strong leader to motivate and support all team members/success is recognised.
 7. There is regular communication/consultation between team members/problem solving.
4 @ 2 m (0, 2)
- (c) (i) State and explain the difficulties/challenges associated with teamwork
(ii) Outline how these difficulties/challenges may be overcome. (10 m)
1. There may be some team members not pulling their weight. There should be regular meetings to review progress of team members or to clearly define their duties.
 2. Team members may not be working well together/dominant personality/controlling/personality clash. Provide a team-building exercise for members/bring in a mediator.
 3. Disagreement. Members discuss decisions and agree to commit to final decisions or some decisions remain flexible so that agreement can be reached.
 4. It may be difficult to plan and co-ordinate the work of the team. A strong team leader is needed who clearly defines roles within the team/regular meetings.
 5. There might be too much talking and not enough action/lack of skill within the team. Training is needed. The importance of sticking to time schedules needs to be clearly established.
State and explain: 2 @ 3m (2 + 1) Overcoming: 2 @ 2m (0/2)
- (d) Describe three ways a team can evaluate its group performance. (5 m)
1. Compare what was achieved to the plans/targets drawn up/aims/goals/ how successful was the activity?
 2. Class discussion.
 3. Ask teachers/other adults.
 4. Teams can review how each member has developed/new skills learned/quality of what was learned?/do a SWOT/SCOT/SPOT analysis
 5. Were there many disagreements?
 6. How were disputes settled?
 7. Questionnaire
2 @ 2 m (1 + 1) (description needed for +1)
1 @ 1m

Q.2 Industrial relations and teamwork play an important part in all enterprises.

- (a) (i) What is a trade union? (3 m)
A trade union is an organisation of workers who try to improve pay/conditions of its workers/represent workers in disputes.
3 @ 1m
- (ii) Name two trade unions. (2 m)
TUI/ASTI/INO/INMO/SIPTU/IMPACT/MANDATE/NBRU
2 @ 1m
- (b) Outline three benefits of being a member of a trade union. (6 m)
1. Trade unions negotiate agreements with employees on pay or conditions.
 2. The trade union will represent members during major changes to the workplace such as large-scale redundancies.
 3. They can provide their members with information, advice and support.
 4. They can provide education facilities and training.
 5. They mediate with employers to resolve disputes/bullying incidents.
 6. Trade unions lead to greater solidarity among workers/more support among a group.
 7. Consumer benefits such as discounted insurance/VHI.
3 @ 2 m (1 + 1)
- (c) Describe the ways in which an employer can ensure effective teamwork in his/her organisation. (8 m)
1. Ensure that each member of the team understands the tasks/goals/targets.
Make sure that all roles and responsibilities in the team are clearly defined.
 2. Rotate the roles regularly so that the workers become multiskilled/challenged/not bored/flexible.
 3. Set realistic deadlines for the assigned tasks so work is done on time/on target.
 4. Ensure that the team has adequate resources/training for the task to enable the task to be completed.
 5. Review the work regularly. Have regular meetings to monitor progress.
 6. Have a range of talents or strengths on the team/variety of skills/making the best use of aptitudes or abilities/workers learn from each other.
 7. Make sure that all ideas and opinions are heard and valued so every one feels part of the team.
 8. Appoint a strong team leader to motivate and encourage team members.
Good communication with the team.
 9. Have conflict/disagreement resolution procedures in place so that conflicts can be resolved quickly/have team building exercises/resolve conflict quickly.
 10. Rewards/incentives/bonus offered to the most successful/effective team to motivate them to work.
4 @ 2 m (1 + 1)
- (d) Why is it necessary for managers to have good communication skills? (6 m)
1. They have to deal with lots of different people, e.g. line workers, supervisors, clients. They also need to control and manage teams on site.
 2. They have to deal with employee issues such as: conflicts, individuals whose work may be below standard.
 3. As a manager they must appear confident in order to show their authority.
 4. They need to talk to their workers, become aware of problems before they get out of control/affect the work being done.
 5. They need to listen to their workers, to tap into the expertise of the workforce, identify training needs.
3 @ 2 m (1 + 1)

Q.3 Enterprise Education is a key element of the Leaving Certificate Vocational Programme.

- (a) Outline **three** reasons why it is important for a business to plan ahead. (6 m)
1. To foresee and anticipate future trends/changes in consumer tastes/problems.
 2. It allows you set realistic goals/targets which are achievable.
 3. You can review existing position and see if any changes are needed/make decisions.
 4. You are aware of financial requirements and a plan is needed if applying for a loan or grant.
 5. You can draw up budgets and limit spending/purchase equipment in the future.
 6. To keep ahead of the competition.
- 3 @ 2 m (1 + 1)**
- (b) Explain why it is important for a business to undertake market research. (6 m)
1. Ensures money is not wasted – Producing a product that will not sell. Advertising wrongly
 2. To assess the present situation – Market size – What product sells/What improvements/Where it sells/What are customers' demands.
 3. To find out information on competitors – Who are the competitors? What is different about their product/service (USP)/ How do they sell?
 4. To find out information on customers – Who they are, target market/gender/ age profile/particular interests/lifestyle. What they would pay.
- 3 @ 2 m (1 + 1)**
- (c) Outline **three** ways that the owner of a business can ensure that customer demands are satisfied. (6 m)
1. Provide a good quality product or service.
 2. Have a good after-sales service.
 3. Variety of services offered/be adaptable/convenient opening hours/deliveries on time.
 4. Market research/plan ahead/anticipate changes in demand/service properly.
 5. Keep an eye on competition/price the product competitively.
- 3 @ 2 m (1 + 1)**
- (d) Success is essential for survival of a business enterprise. Describe **four** ways that success can be measured. (7 m)
1. Profits/turnover/sales increased on previous years. Meeting targeted profits/ achieving aims. Improved share price.
 2. Comparison with competitors. Market share. Being the dominant business in a particular area/for a particular product.
 3. Winning Awards. Recognition from the industry. ISO awards.
 4. Good staff relations. No strikes. Low staff turnover. Committed staff.
 5. Customer Loyalty. Customers stay with business.
 6. Size of business. Expansion/gaining new markets/new products.
 7. Continuity/length of time in business.
- 3 @ 2 m (1m heading + 1m expansion)**
1 @ 1m

Q.4 Work experience/work shadowing allows students to experience the world of work for themselves.

- (a) Describe **three** non-financial benefits to be gained from the world of work. (6 m)
- 1 Learning new skills – good for promotion/good experience if you change jobs
 - 2 Social aspect – friendships/quality of life
 - 3 Self-esteem – you can gain confidence
 - 4 Benefits in kind – company cars/travel
 - 5 You can plan for the future – job security
 6. Contacts for further work.
- 3 @ 2 m (1 + 1)**

- (b) (i) Identify **two** ways of finding work experience/shadowing. (6 m)
1. Sending out CV/Application form/Letter of application
 2. Personal contacts – family, friends, teacher
 3. Calling into businesses etc.
 4. Checking adverts in local papers/internet/job centres.
- 2 @ 2 m**

- (ii) Any **two** advantages related to one of above mentioned
1. Quick to get a reply
 2. Easier to make a good impression in person
 3. Possible to get a good recommendation
 4. Local work experience
 5. Easy to get information on the job.
- 2 @ 1m**

- (c) Describe **four** difficulties that a student may experience during their work shadowing/work experience (8 m)
1. Not being given meaningful work to do, being bored at the work
 2. Not knowing how to work equipment/procedures/no instructions given/finding the work difficult
 3. Feeling excluded as they were not introduced and involved with other employees/employees not interested in helping the student
 4. Being overworked or exploited, expected to work long hours or made to do unpopular jobs
 5. Overcoming personal worries e.g. shyness/inexperience.
 6. Practical issues, transport, time keeping, dress code.
- 4 @ 2 m each (1m + 1m)**

- (d) Summarise below the evaluation you submitted in your Diary/Log in your portfolio. (5 m)

Areas to be covered in evaluation

Career goal/aspirations/studies (both career and studies must be mentioned)

1@ 2 m (0/2 m)

How what was learned can be applied to school/home/community. **3 @ 1m**