2024.M91

2024L462C1EL

Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Vocational Programme 2024

Link Modules Examination

Common Level

Wednesday 1 May Morning 10:00 - 12:30

160 marks

Examination Number

Date of Birth

For example, 3rd February 2005 is entered as 03 02 05

The 2024 examination papers were adjusted to compensate for disruptions to learning due to COVID-19. This examination paper does not necessarily reflect the same structure and format as the examination papers of past or subsequent years.

INSTRUCTIONS TO CANDIDATES

Write your Examination Number in the box on the front cover.

Write all answers into this booklet. There is space for extra work at the end of the booklet. If you need to use it, make sure to label the work clearly with the question number and part.

This examination booklet will be scanned and your work will be presented to an examiner on screen. Anything that you write outside of the answer areas may not be seen by the examiner.

There are **three** sections in this examination, as follows:

Section A – Audio Visual - Compulsory

There are eight questions. Answer **all eight** of them. 30 marks

Section B – Case Study - Compulsory

There are three questions. Answer **all three** of them. 30 marks

Section C – General Questions - Compulsory

There are seven questions. Answer **any four** of them. 100 marks

You may only use blue or black pen when writing your answers.
Do not use red pen, pencil or any other coloured pen.

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 Recruitment of Volunteers as the 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.

Answer all **eight** questions on the pages that follow. This page may be used for notes.

Part 1

Q.1 What is Ava O'Rourke's title? **(1 mark)**

Q.2 What is the purpose of Pax? **(2 marks)**

Q.3 How does Pax attract volunteers? **(3 marks)**

Part 2

Q.4 What headings does Ava suggest to include in a CV? **(2 marks)**

Q.5 Other than headings, what advice does Ava give for completing a CV and a cover letter? **(4 marks)**

Q.6 Outline the benefits of teamwork to the volunteers at Pax. **(6 marks)**

Part 3

Q.7 Describe how Ava prepares for interviewing potential volunteers. **(6 marks)**

Q.8 Outline why effective communication is essential when giving feedback following an interview. **(6 marks)**

Section B	Case Study	30 marks

So Soft by Sandra

Sandra always had an interest in fashion and graduated from college with a degree in Business. Having worked as a fashion buyer for several years, she was promoted to team leader. She enjoyed her job and gained experience in contract negotiation, budgetary control, logistics, predicting future trends and people management.

A few years later, Sandra had a baby born with sensitive skin. She found it very difficult to source baby clothes in Ireland that did not irritate his skin. She realised there was a gap in the market for sustainable organic clothing for children and babies.

Following her return to work after maternity leave, Sandra was made redundant. Her employer left the Irish market due to a downturn in the global economy. Remembering her organic clothing idea, Sandra arranged a meeting with her Local Enterprise Office (LEO). They explained the importance of preparing a business plan and advised her how to secure funding for her new venture. She was also informed that she may be eligible for social welfare supports.

With this knowledge, Sandra decided to take the risk to start up *So Soft by Sandra*. Using her own savings, a small loan from her local bank, and a grant from LEO, Sandra launched her online business. She became a member of a local co-operative, buying recycled organic clothing from local suppliers and using the services of dressmakers to make her clothes. It was important to Sandra to stay true to her core values and to reduce waste while promoting a circular economy.

After two years of trading, Sandra felt that there was no more capacity to expand in the organic baby clothes market. She had already added organic baby accessories and personalised gifts to her product range. Sticking to her theme of a circular economy and having completed online surveys and focus groups with clients, Sandra now offers an online marketplace, called Babyboo, where pre-loved baby clothes can be bought and sold. Sandra's business model takes 15% of each sale made on the Babyboo platform. By reselling baby clothes, Sandra is keeping these clothes in use for longer.

Despite the hard work involved in running a small business, Sandra does not regret moving from being an employee to being a business owner. She has won several industry awards for her innovative product design and sustainable business practices.

Sandra has been offered the opportunity to sell her clothing range and accessories in a large Dublin department store. It will mean that she will reach a wider audience and grow her business but it will require further financial investment. At the same time, the online fashion retailer, Zebra, has offered her €1 million for her Babyboo platform. She is presently examining the various options available to her.

Answer **all three** questions.

Q.1 Explain **three** enterprising characteristics/skills shown by Sandra. **(6 marks)**

Q.2 **(i)** What were the benefits to Sandra of asking for assistance from LEO?

(ii) How did Sandra promote the circular economy within her business model?

(10 marks)

Q.3 **(i)** State the benefits to Sandra's business from winning an industry award.

(ii) Explain how Sandra's management ability led to the success of her business.

(iii) Sandra's options for the future include selling to Zebra or expanding into the large Dublin department store. Which option would you recommend for Sandra? Give reasons for your choice. **(14 marks)**

Section C General Questions 100 marks

This section has seven questions. **Answer four questions**. Each question carries 25 marks.

To help you decide which questions to answer and to help you find them in the booklet, here are all the questions with the page range for each. Answer your chosen questions in the appropriate pages in this booklet.

Q.1 **Pages 16 to 18**

Marketing is an essential part of business.

(a) Explain **two** methods a business enterprise could use to generate ideas.

(b) Information, like that in the table below, is available to all businesses.

Forecast Growth in Irish Economy				
Years	2022	2023	2024	2025
%	9.5	2.9	2.6	2.3

(www.centralbank.ie, 2023)

(i) What is the term used to describe this type of market research? Explain your answer.

(ii) Give **one** relevant conclusion from the table above.

(c) Promotion is one of the 4Ps of marketing.

(i) Explain what is meant by promotion.

(ii) Outline **two** ways a business selling sportswear might promote its products.

(d) Explain **three** reasons why a business might fail.

Q.2 **Pages 19 to 21**

Your Link Modules class is organising a visit in from a business enterprise.

(a) **(i)** Name the business enterprise you invited to your school.

(ii) Explain why you chose to invite this business to your school.

(b) Prepare the agenda for the first meeting to plan and organise the visit in.

(c) Outline **three** different ways students used ICT when participating in this activity.

(d) Describe **three** methods that could be used to evaluate the visit in.
Give **one** reason for **each** method chosen.

Q.3 **Pages 22 to 24**

My Own Place encourages change for the future.

(a) List **four** key aspects of your local area.

(b) Design **three** suitable questions to be used in a questionnaire investigating an aspect mentioned in **(a)** above.

(c) Outline **three** benefits that businesses bring to your local area.

(d) Identify **three** issues that might arise in local communities.
Explain how these issues may be overcome.

Q.4 **Pages 25 to 27**

Work experience/shadowing helps students to make decisions about career choices.

(a) Explain **two** characteristics that make a person more employable.

(b) Explain **three** responsibilities you have to your work placement employer.

(c) Outline how you prepared for your work experience/shadowing placement.

(d) **(i)** Why is it important to evaluate your work experience/shadowing placement?

(ii) Outline the evaluation you prepared as part of your work experience/shadowing diary.

Q.5 **Pages 28 to 30**

Your Link Modules class has decided to run an Apprenticeship Fair for the students in your school.

(a) List **four** careers in which apprenticeships can be completed.

(b) Describe **three** benefits to being an apprentice.

(c) Identify the resources needed to run this Apprenticeship Fair.
Outline why **each** resource is needed.

(d) Explain the reasons why an employer would run an apprenticeship programme in their workplace.

Q.6 **Pages 31 to 33**

The working environment should be diverse, equitable and inclusive.

(a) Explain what is meant by the term 'inclusive workplace'.

(b) What are the benefits of employment to an employee?

(c) A four day working week may soon be a reality.
Describe **three** benefits to an employee of a four day working week.

(d) Explain **three** benefits of Health and Safety regulations in the workplace.

Q.7 **Pages 34 to 36**

Teamwork is an important part of any enterprise.

(a) **(i)** Name **one** LCVP team activity in which you participated.

(ii) Give a brief overview of your role in this activity.

(b) Outline **three** characteristics of an effective team member.

(c) Describe the ways in which an employer can ensure effective teamwork in their organisation.

(d) Staff turnover is an issue in some sectors of the economy.
What can employers do to retain staff? Explain your answers.

Q.1 **25 marks**

Marketing is an essential part of business.

(a) Explain **two** methods a business enterprise could use to generate ideas. **(4 marks)**

(b) Information, like that in the table below, is available to all businesses. **(6 marks)**

Forecast Growth in Irish Economy				
Years	2022	2023	2024	2025
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(www.centralbank.ie, 2023)

(i) What is the term used to describe this type of market research? Explain your answer.

(ii) Give **one** relevant conclusion from the table above.

(c) Promotion is one of the 4Ps of marketing.

(i) Explain what is meant by promotion.

(ii) Outline **two** ways a business selling sportswear might promote its products.

(6 marks)

(d) Explain **three** reasons why a business might fail. **(9 marks)**

Q.2 **25 marks**

Your Link Modules class is organising a visit in from a business enterprise.

(a) **(i)** Name the business enterprise you invited to your school.

(ii) Explain why you chose to invite this business to your school.

(4 marks)

(b) Prepare the agenda for the first meeting to plan and organise the visit in. **(6 marks)**

(c) Outline **three** different ways students used ICT when participating in this activity.

(6 marks)

(d) Describe **three** methods that could be used to evaluate the visit in.
Give **one** reason for **each** method chosen. **(9 marks)**

Q.3 **25 marks**

My Own Place encourages change for the future.

(a) List **four** key aspects of your local area. **(4 marks)**

(b) Design **three** suitable questions to be used in a questionnaire investigating an aspect mentioned in **(a)** above. **(6 marks)**

(c) Outline **three** benefits that businesses bring to your local area. **(6 marks)**

(d) Identify **three** issues that might arise in local communities.
Explain how these issues may be overcome. **(9 marks)**

Q.4 **25 marks**

Work experience/shadowing helps students to make decisions about career choices.

(a) Explain **two** characteristics that make a person more employable. **(4 marks)**

(b) Explain **three** responsibilities you have to your work placement employer.

(6 marks)

(c) Outline how you prepared for your work experience/shadowing placement. **(6 marks)**

(d) **(i)** Why is it important to evaluate your work experience/shadowing placement?

(ii) Outline the evaluation you prepared as part of your work experience/shadowing diary.

(9 marks)

Q.5 **25 marks**

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(a) List **four** careers in which apprenticeships can be completed. **(4 marks)**

(b) Describe **three** benefits to being an apprentice. **(6 marks)**

(c) Identify the resources needed to run this Apprenticeship Fair.
Outline why **each** resource is needed. **(6 marks)**

(d) Explain the reasons why an employer would run an apprenticeship programme in their workplace. **(9 marks)**

Q.6 **25 marks**

The working environment should be diverse, equitable and inclusive.

(a) Explain what is meant by the term 'inclusive workplace'. **(4 marks)**

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Describe **three** benefits to an employee of a four day working week. **(6 marks)**

(d) Explain **three** benefits of Health and Safety regulations in the workplace.

(9 marks)

Q.7 **25 marks**

Teamwork is an important part of any enterprise.

(a) **(i)** Name **one** LCVP team activity in which you participated.

(ii) Give a brief overview of your role in this activity. **(4 marks)**

(b) Outline **three** characteristics of an effective team member. **(6 marks)**

(c) Describe the ways in which an employer can ensure effective teamwork in their organisation.
(6 marks)

(d) Staff turnover is an issue in some sectors of the economy.
What can employers do to retain staff? Explain your answers. **(9 marks)**

You may use this page for extra work.

Make sure to label extra work clearly with the question number and part.

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Leaving Certificate Vocational Programme – Common Level

Link Modules Examination

Wednesday 1 May

Morning 10:00 - 12:30