

**State Examinations Commission**  
**Leaving Certificate Applied 2004**  
**English and Communication ( 160 marks )**  
**Wednesday 9th June 2004**  
**Final Marking Scheme**  
**9.45am - 11.45am**

*Part One - Audio Visual*

**( 30 minutes, 40 marks )**

ANSWER ALL QUESTIONS

*When you have seen the first clip you will have time to answer questions 1 to 5*

**1.** What age is Hannah Cleary? ( 2 marks )

45 years old **2** marks

**2.** What is the name of the day care centre? ( 2 marks )

Bee Happy Day Care Centre **2** marks

**3.** How many people has she working for her? ( 3 marks )

**Three ( 3 marks )**

" Total staff of four including Hannah" **3** marks

**4.** What other city has Hannah lived in? ( 2 marks )

London **2** marks

**5.** ( a ) How does the programme show that the staff have qualifications? ( 3 marks )

Shot of certificates on the wall **3** marks

( b ) Apart from general qualifications in child care, what other useful qualification is shown in the programme? ( 4 marks )

Basic First Aid Certificate **4** marks

***When you have seen the second clip you will have time to answer questions 6 to 9***

**6. ( a )** What other business was Hannah in before? ( 3 marks )

Restaurant **3** marks

( b ) What mistake does she say she made in that business? ( 3 marks )

" If I had known then what I know now, I would have opened just in the morning"

**3** marks

Just Burnout without reference to cause of it ( **1** mark )

**7. ( a )** Explain why Hannah is "down 140 euro" in the last eight weeks? ( 2 marks )

Any **one** of the following seasonal difficulties, erratic income, children going on holidays

**2** marks

( b ) What problems does this create for Hannah? ( 6 marks )

**One** developed point ex **6** marks Cash flow problems, cash shortfall, bills need to be paid etc.

**8.** What has given Hannah the motivation to keep going when times are tough? Give a reason for your answer. ( 4 marks )

Any **one** of the following ex **4** marks Single parent to a seven year old son Edward, "He has given me the determination to keep going..." the responsibility of being a parent

**9.** Why do you think the programme is called 'PLAN B'? ( 6 marks )

**One** developed point ex **6** marks. The realities of business "forcing a rethink, a plan B..." sense of having to make alternative plans with respect to earlier plans, setting up a second business having failed previously in other ventures.

Candidates must attempt **FOUR** questions, **ONE** from each of the **FOUR** sections.

EACH QUESTION IN PART TWO CARRIES 30 MARKS.

**Section 1**

Answer one question from this Section, 1 or 2 or 3

1. ( a )

You have been asked to give advice to students going on work experience for the first time. Write out the advice you would give them, based on your experience of the Leaving Certificate Applied.

( 20 marks )

**Three** well developed points ranging across the categories **or three** well developed points from any **one** of the categories which may include:

key job-finding skills ( letter writing, CV preparation, form filling, telephone skills, choosing the placement )

key details of placement ( aware of arrangements for travel and lunch, clear about starting times and finishing times, location of placement )

key job-keeping skills ( Workplace dress and etiquette, health and safety issues, how to ask questions, following instructions )

Award marks for general layout and general impression

**Three** developed points @ **six** marks

Overall impression including general layout **two** marks

( b ) Describe **three** duties you carried out in your favourite work experience placement.

( 6 marks )

Description of duty ( **2** marks )

**3** duties @ **2** marks each )

List of duties 3 @ **1** mark

( c ) List **two** ways in which work experience can be of benefit to a student. ( 4 marks )

**Two** marks per benefit maximum **four** marks

Answers may include developing job seeking skills, experiencing a first-hand knowledge of careers, developing work related skills, developing relevant experience, developing a understanding of working life etc

2. Read this advertisement and then answer the questions that follow it.

Responsible, young person required for large supermarket. Candidate must have good communication skills and be able to work as part of a team.

( a ) Write a letter applying for the job as described in the advertisement. ( 16 marks )

Six points @ 1 mark each to include candidate's address, date, employer's address, salutations, candidate's signature.

General content and layout of letter ex 10 marks

( b ) Give **two** examples of where good communication skills would be needed while employed in a supermarket. ( 7 marks )

Two examples award **4** marks for first example and **three** for second example

( c ) How has the Leaving Certificate Applied helped you work as part of a team? ( 7 marks )

Two examples. Award **4** marks + **3** marks

3. Write out a full Curriculum Vitae ( CV ) using the following headings:

- **PERSONAL DETAILS**
- **EDUCATIONAL DETAILS**
- **EMPLOYMENT DETAILS**
- **INTERESTS AND HOBBIES**
- **REFERENCES**

**Five headings to be used**

**Personal Details @ 6 marks** to include candidate's name, address and telephone number / e-mail address ( **2** marks each ) award max of **6** marks  
Award **1** mark each for items such as gender, date of birth and nationality  
Max. **6** marks

**Educational Details @ 6 marks** to include name of primary school and dates attended, name of post primary school and dates attended and Junior Certificate year and results. Award **2** marks each award max of **6** marks  
Max. **6** marks

**Employment Details @ 6 marks.** Candidate may refer to Work Placement and part time work. Candidates need to refer to **two** placements. Answer to include name and address of **each** employer, dates employed, duties / responsibilities. Award **1** mark each.  
Max. **6** marks

**Interests and hobbies @ 2 marks**  
**Two** items @ **1** mark each  
Max. **2** marks

**References @ 6 marks**  
**Two** references  
Answer to include name, address, telephone / email address of **each** referee. ( **1** mark each )  
Max. **6** marks

**Signature @ 2 marks**  
**Date @ 2 marks**

**Section 2**

**Answer question 4 or 5**

4. ( a ) Describe **four** stages or steps in setting up a mini-company. You may refer in your answer to your own experience of doing this as part of Leaving Certificate Applied. ( 12 marks )

**Four** steps @ ex 3 marks each

*Brainstorming* - generating ideas for product

*Selection of idea* - skills audit, SWOT analysis, market research

*Selection of Personnel* - allocation of roles and duties

*Finance* - cost of equipment, materials, advertising, staff and income - shares, sponsors, loans, projected income etc

*Production* - prototype, sales, packaging, personnel

*Advertising* - How? What type?

- ( b ) Outline your role in the mini-company set up by your class. ( 7 marks )

Impression mark ex 7 marks

- ( c ) Describe any problem that arose when setting up your mini-company and explain how it was solved.

Description of problem ( 4 marks )

How it was solved ( 3 marks )

- ( d ) Explain the following terms:

**MARKET RESEARCH:** Award ex 2 marks

**QUALITY CONTROL:** Award ex 2 marks

5. Examine the advertisement shown and then answer the questions that follow it.

( a ) What kind of lifestyle is suggested in this advertisement? ( 4 marks )

Mark ex 4 marks

( b ) Would the advertisement convince you to buy the product? Give **three** reasons.  
( 8 marks )

**Three** reasons @ 3 + 3 + 2

( c ) Using examples from advertisements you have studied in class, explain the following terms:

**LOGO:**

Example of advertisement ( 2 marks )

Explanation of term ( 2 marks )

**TARGET AUDIENCE:**

Example of advertisement ( 2 marks )

Explanation of term ( 2 marks )

( d ) Design an advertisement for a product or service you have sold or would like to sell in a mini-company. It is sufficient to describe the advertisement in words. ( 10 marks )

Mark ex 10 marks

Design / description to include name of product / service, illustration / description of product / service, heading, caption, relevant information



### Section 3

*Answer question 6 or 7*

6. Examine the front page of *The Irish Sun* shown and then answer the questions that follow it.

( a ) List **three** details that you learn about Michael O Leary from the report on him.  
( 6 marks )

**3** details @ 2 marks each

Details to include **three** of the following Ryanair boss, pocketed 23.8m, sold 4 million shares, 42 years old, worth 400 million euro, sold off 9% of his interest in the firm, he is still the largest shareholder in Ryanair, proposed to Dubliner Anita Farrell.

( b ) Name the reporter who wrote the article on David Beckham. ( 2 marks )

Award **2** marks for Neil Custis

( c ) Do you think the heading "Knifed in the Barc" is effective? Explain why. ( 8 marks )

Yes or no. ( **1** mark )

Explanation mark ex **7** marks

( d ) Write a commentary on the front page of the Irish Sun. You may use some of the following headings:

- **TYPE OF NEWSPAPER**
- **HEADLINES**
- **PHOTOGRAPHS**
- **LAYOUT**

( 14 marks )

Award impression ex **14** marks

7. The editor of the school magazine has asked you to write a detailed review of a film you have studied. Your review should include the following headings:

- **NAME OF FILM**
- **PLOT**
- **SETTING**
- **CHARACTERIZATION**
- **AUDIENCE SUITABILITY**
- **YOUR OWN OPINION OF THE FILM**

( 30 marks )

Award **3** marks for name of film

Mark ex **5** marks for each of the headings including plot, setting, characterization, audience suitability, your own opinion of the film.

Award **2** marks for general appearance and layout of the review for a magazine which may include such things as headline, name of reporter / candidate name etc

**Section 4**

**Answer question 8 or 9**

**8.** Read this extract, adapted from the novel, *I Know Why the Caged Bird Sings*, by Maya Angelou, and then answer the questions that follow it.

( a ) Describe the car that Maya decided to sleep in for the night. ( 6 marks )

Mark ex 6 marks. Answer to include grey car, untorn seats, no tyres / wheels, sitting on its bumpers / fenders

( b ) What is Maya afraid may happen while she is asleep?

Mark ex 6 marks. Answer to include rats might scurry in and eat off her nose

( c ) Select a sentence from the extract that you liked and explain why you like it. ( 6 marks )

Selection of sentence: 2 marks

Reason for selection: 4 marks

( d ) Describe a character in a **novel or short story or play** that you have studied. You may use some of the following headings in your answer:

- |  |
|--|
| <ul style="list-style-type: none"><li>• <b>HIS / HER PERSONALITY</b></li><li>• <b>HOW THE CHARACTER COPED WITH PROBLEMS HE/SHE ENCOUNTERED</b></li><li>• <b>HIS/HER RELATIONSHIP WITH OTHER CHARACTERS</b></li></ul> |
|--|

( 12 marks )

Name of novel or short story or play: 1 mark

Name of character: 1 mark

Impression ex: 10 marks

9. Read the lyrics of this song "**The Voyage**" recorded by Christy Moore, and then answer the questions that follow it.

( a ) Do you think "**The Voyage**" is a good title for the song? Explain why. ( 6 marks )

Yes or no ( 1 mark )

Justification ( 5 marks )

( b ) Select a line from the song that you liked and explain why you liked it. ( 6 marks )

Selection of line: ( 1 mark )

Justification: ( 5 marks )

( c ) What is "life" compared to in the chorus of the song? Do you think it is an effective comparison? ( 6 marks )

Comparison: ( 2 marks )

"Life is an ocean"

Justification: ( 4 marks )

( d ) Describe a **song** or **poem** you have studied. You may use some of the following headings in your answer.

- |   |
|---|
| <ul style="list-style-type: none"><li>• ITS STORY OR THEME</li><li>• THE FEELINGS EXPRESSED</li><li>• THE TYPE OF LANGUAGE USED</li></ul> |
|---|

( 12 marks )

Name of **song** or **poem** ( 2 marks )

Impression ex 10 marks

