



Coimisiún na Scrúduithe Stáit

State Examinations Commission

Leaving Certificate Vocational Programme

Link Modules Examination 2017

Wednesday, 3 May 2017, 10.00 – 12.30

INSTRUCTIONS TO CANDIDATES

Write your Examination Number in the box.



Write all answers into this Answer Book.

There are **three** Sections in this Examination.

Examination Number

Section A – Audio Visual

There are **eight** questions.

All questions must be answered.

(30 marks)

Section B – Case Study

There are **three** questions.

All questions must be answered.

(30 marks)

Section C – General Questions

There are **six** questions.

Four questions must be answered.

(100 marks)

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 a Work Experience 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.

This page may be used for notes or to supplement answers.

Section A	Audio Visual	30 marks	Office Use Only	
Answer all questions.			1	2
Part 1				
Q.1 What type of business is “Play It” productions?				
1 mark				
Q.2 Where did Emily do an internship?				
2 marks				
Q.3 Why does Emily like to take on work experience students?				
3 marks				

Section A	Audio Visual	30 marks	Office Use Only	
Q.8 Evaluate how the work placement experience would benefit Emily as a business owner.			1	2
		6 marks		

AMY'S CHOCOLATE

Amy graduated from college with a languages degree and went to work in the marketing department of a large multinational company. She was very successful and was promoted several times. However, after a number of years she felt the need to reassess the direction her career was taking. Amy had always wanted to run her own business and drew on her lifelong hobby of cooking and baking for inspiration. Over the years, she has sold her produce at local country markets. Her chocolate and fudge confectionaries consistently proved most popular. Keen to explore new options, while still working, Amy completed a "Start Your Own Business" evening course which provided her with invaluable insight into running a business.

After extensive market research, she decided to leave her marketing job and embark on a new career, thus "Amy's Chocolate" was established. Initial financial support was provided both by her family and her own savings. Amy decided that working in her home was not a feasible option hence a suitable premises in her local town was found. This new premises allows for both the production and sales of her products on site.

"Amy's Chocolate" has won many awards both for the success of the business and the top quality product itself. Amy has diversified into different areas to develop her business: personalised gifts and hampers, children's chocolate making parties, Easter egg making and decorating etc. She has put a lot of thought and research into her styling, packaging and presentation. Many of her ingredients have been sourced locally, thus supporting the local community and economy. She has recruited staff from a nearby college of further education and trained them in both production and sales. Amy prides herself on her positive approach to staff development. She considers herself and her staff to be a team that works well together ensuring a high quality final product. From the knowledge gained on the "Start Your Own Business" course Amy has come to realise that there are many elements to a successful business and each must be developed and strengthened.

To further increase sales, Amy has approached a large retail outlet offering to supply her speciality chocolate; should she be successful she will have to expand her business. The existing premises would not be adequate to cope with such large orders. In addition, extra staff and equipment would be needed. A unit in a local enterprise centre has become available that would suit the business requirements. Further finance will have to be sourced if the business is to expand. She is presently looking at various options available to her, has started to prepare a new business plan and has talked to two agencies that help and support businesses and entrepreneurs.

Amy has taken full advantage of the opportunities presented to her. She has tailored and personalised her approach to recruitment and training of staff and has been duly rewarded for this. Having built a loyal team, everyone employed by Amy delivers the highest standard of work and of produce thus helping the business reach its goals.

The chocolate market is very competitive and this brings its own challenges. However, despite the hard work related to the management of a business, Amy never regrets moving from being an employee to owning her own business. This career change has given her personal and professional satisfaction despite the risks and challenges involved. Amy has developed new skills and is aware that she must continually develop both personally and professionally to ensure future business success.

Section C	General Questions	100 marks
Answer four questions		
INDEX AND SUMMARY		
Section C contains 6 questions of 25 marks each and you should answer any four . To assist in deciding and locating the questions to answer, the following is the text of all the questions with the page number range for each. Answer your choice in the appropriate pages that follow in this booklet.		
Q.1	The Career Investigation is a core LCVP activity.	Pages 14-16
	<ul style="list-style-type: none"> (a) Name a career you have investigated and outline one reason why you chose to investigate this career. (b) Explain one skill and one quality you have that make you suitable for this career. (c) Outline four sources of information you used to investigate this career. (d) Describe three methods of evaluating your career investigation. 	
Q.2	Communication and good presentation skills are key in the work place.	Pages 17-19
	<ul style="list-style-type: none"> (a) Why is it important to have good communication skills? (b) Name and explain three methods of communicating in the work place. (c) Explain three issues which may occur in a business as a result of poor communication skills? (d) Consider a class activity in which you were involved where good presentation skills were evident. Describe three areas where good presentation skills enhanced the activity. 	
Q.3	Volunteers play a key role in the delivery of services both locally and nationally.	Pages 20-22
	<ul style="list-style-type: none"> (a) Name a voluntary organisation in your local area and outline the type of work they carry out. (b) List three questions you might ask on a first meeting or visit to a voluntary organisation that you would like to join. (c) Discuss what a voluntary organisation will expect from a volunteer. Four points should be made. (d) State and explain four ways you would promote volunteering in your community. 	
Q.4	Your class is organising a visit-out to a business enterprise in your local area.	Pages 23-25
	<ul style="list-style-type: none"> (a) Name the business/enterprise you visited and briefly outline two objectives your class has for the proposed visit. (b) Outline three ways the local community benefit from this business. (c) Write a letter to the business requesting permission to visit them. (d) Identify and explain the benefits of working as part of a team in this activity. 	
Q.5	Businesses are committed to employing the best candidate for all their vacancies.	Pages 26-28
	<ul style="list-style-type: none"> (a) What does having a good work ethic and being a responsible employee mean? (b) List the benefits that are brought to a business when employees have a good work ethic. (c) List six pieces of information that should be included in a contract of employment given to a new employee. (d) Describe in detail three important recruitment factors that employers look for in a potential employee. 	
Q.6	Your class is planning to organise a career exhibition evening in your school.	Pages 29-31
	<ul style="list-style-type: none"> (a) Why have a career exhibition? (b) Set out, under three headings, a plan to organise a career exhibition. (c) Outline four challenges you and your class might encounter when organising the night. (d) Describe three ways the success of the career exhibition night could be measured. 	

Section C	General Questions	100 marks	Office Use Only	
Q.2 Communication and good presentation skills are key in the work place.			1	2
(a) Why is it important to have good communication skills?				
2 marks				
(b) Name and explain three methods of communicating in the work place.				
6 marks				

Section C	General Questions	100 marks	Office Use Only	
	Q.3 Volunteers play a key role in the delivery of services both locally and nationally.		1	2
(a)	Name a voluntary organisation in your local area and outline the type of work they carry out.			
	3 marks			
(b)	List three questions you might ask on a first meeting or visit to a voluntary organisation that you would like to join.			
		6 marks		

Section C	General Questions	100 marks	Office Use Only	
Q.6 Your class is planning to organise a career exhibition evening in your school.			1	2
(a) Why have a career exhibition?				
2 marks				
(b) Set out, under three headings, a plan to organise a career exhibition.				
6 marks				

For Examiner use only Written Examination Paper

	Marks Awarded
Section A	
Section B	
Section C	
Q.1	
Q.2	
Q.3	
Q.4	
Q.5	
Q.6	
Total	

Examination No.

1. Total of end of page totals.	
2. Aggregate total of all disallowed answers.	
3. Total marks awarded (1 minus 2).	

Portfolio Assessment

	Marks Awarded
1	
2	
3	
4	
5	
6	
7	
8	
Total	

1. Total marks.	
2. Aggregate total of all disallowed items.	
3. Total marks awarded (1 minus 2).	