



Coimisiún na Scrúduithe Stáit

State Examinations Commission

Leaving Certificate Vocational Programme

Link Modules Examination 2016

Wednesday, 4 May 2016, 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 |
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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)

GLENOR COMMUNITY PROJECT

Glenor is a small picturesque town of approximately two thousand inhabitants. It is located 80km from a large city and approximately 30km from three larger towns. Glenor's Development Committee is a very active and progressive organisation and has been involved in community development for many years. All stakeholders work tirelessly on issues that matter to them. More recently, due to increased optimism in the local economy, the committee has tried to focus on more innovative ways to increase the town's prosperity.

Ratlow Forest Park is nearby, set in the scenic foot hills of Glenor and covers approximately 1,200 hectares. In recent years Glenor's Development Committee has been busy developing this wonderful park which now includes 20km of looped walking trails of varying degrees of difficulty. A modern children's playground and a picnic area are in close proximity to the park. The Cuan River stretches the full length of the park and is used for angling and offers the possibility of being used for water sports. The committee believes Glenor's natural resources can be used to the area's advantage.

Glenor's Development Committee has successfully completed a town improvement project including replacing old inefficient street lighting with new ornate poles incorporating high efficiency light bulbs. Also, new hanging baskets and large richly planted flower pots have been added to enhance the ambiance of the town. This improvement work has helped to transform the town in many ways resulting in it being a recent winner of a National Tidy Towns Award.

The upsurge of general goodwill in recent years has resulted in considerable financial gains as is evident from the increased income generated from tourism. However, there is still scope to improve this further. Presently, members of the committee are developing a website and a smart phone app for the town. Both the website and app will contain all the information that a visitor may require about Glenor. These developments will be of huge benefit to visitors and residents alike.

Glenor's Development Committee plans to maximise the use of the area's vast natural resources. Recently, a meeting of all interested stakeholders was held and from the discussions both a short and long-term project were identified. The 'Glenor Active Challenge 2016' was decided on as an achievable short-term project. This will be open to walkers and runners alike and will involve tracks ranging from easy to highly challenging, thus allowing for the full use of Rathlow Park. The committee can apply for grant aid which will provide funding to purchase necessary safety equipment and undertake marketing and promotional campaigns. Negotiations are still underway as to whether mobile catering should be allowed in the park during this event. Effective forward planning and consultation, with communities who have overseen similar projects, is fundamental. It is hoped that large numbers of people will be attracted to the town and, if successful, it is envisaged that it could become an annual event.

Having spoken to groups in other regions experienced in community development, local residents and businesses, the committee realises that the future success of the area lies in the appropriate development of local amenities and natural resources. Consequently, after much enthusiastic debate a "Tree Top Adventure Walk" was agreed as a potential long-term project. This will involve doing a SWOT analysis, a feasibility study and long-term planning. All stakeholders will be involved in the planning and delivery of this new initiative. Both visitors and residents are looking forward to experiencing the rural environment in this new and innovative manner. The Development Committee realise that the future prosperity of the town is contingent on its ability to attract and manage investment while continuing to develop the town as a competitive tourist and recreational destination.

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 Entrepreneurs are enterprising people and are essential in today's society. Pages 14 – 16**
- (i) Name an entrepreneur known to you.
 - (ii) Explain the term "enterprising".
 - Outline **three** characteristics of an entrepreneur.
 - Discuss **three** reasons why an entrepreneur would start his/her own business.
 - Describe **four** challenges an entrepreneur might encounter when setting up his/her own business.
- Q.2 As an LCVP class you have decided to wash cars for the local community as an enterprise activity to raise funds for a local charity. You have purchased all the materials you will need for this project. Pages 17 – 19**
- List **four** methods you will use to advertise your fundraising activity.
 - Other than the purchased materials outline **three** other aspects of the enterprise you should plan for.
 - Explain **three** benefits to you and the students who have participated in this activity.
 - Discuss **three** methods you will use to evaluate the success of this activity.
- Q.3 Participation in LCVP work experience/work shadowing gives you an invaluable insight into the world of work. Pages 20 – 22**
- Outline **two** ways work experience/work shadowing differs from school work.
 - Identify **three** outcomes for you from participating in work experience/work shadowing placement.
 - Discuss **three** benefits to employees and employers when a business complies with the Safety, Health & Welfare at Work Act.
 - Write out the evaluation you completed for your work experience/work shadowing placement.
- Q.4 Choco Ltd needs to recruit an Accounts Manager. The following is the job advertisement for the position (page 23). Pages 23 – 25**
- State **four** ways Choco Ltd could advertise the position.
 - Explain **two** of the words underlined in the advertisement.
 - Choco Ltd. has received 400 applications for this position. Explain how applicants could ensure that their application form, CV and covering letter would stand-out.
 - Discuss how shortlisted applicants can prepare themselves before the interview, on the day of the interview and be prepared for the interview itself.
- Q.5 As an LCVP class you are planning to organise a visitor in from a local voluntary group. You have been asked to plan a meeting to start organising this activity. Pages 26 – 28**
- List **three** steps you should take to organise this meeting.
 - Draw up an agenda for the first meeting of your class group.
 - Explain **three** reasons why planning in advance for your visit-in is so important.
 - (i) Why is it important for the speaker to have good presentation skills?
 - (ii) How can he/she ensure the presentation is effective?
- Q.6 Consider a local business enterprise in your area. Pages 29 - 31**
- Name a business enterprise in your local area and give a brief outline of the product/service they provide.
 - Why do you think this enterprise has located itself in your locality?
 - Explain **three** ways the success of this business enterprise could be measured.
 - Discuss **three** reasons why education and training are important to business enterprises.

| Section C | General Questions | 100 marks | Office Use Only | |
|------------|---|-----------|-----------------|----------------|
| Q.3 | Participation in LCVP work experience/work shadowing gives you an invaluable insight into the world of work. | 1 | 2 | |
| (a) | Outline two ways work experience/work shadowing differs from school work. | | | |
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| (b) | Identify three outcomes for you from participating in work experience/work shadowing placement. | | | |
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| | | | | 6 marks |

| Section C | General Questions | 100 marks | Office Use Only | |
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| Q.5 As an LCVP class you are planning to organise a visitor in from a local voluntary group. You have been asked to plan a meeting to start organising this activity. | | | 1 | 2 |
| (a) List three steps you should take to organise this meeting. | | | | |
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| 3 marks | | | | |
| (b) Draw up an agenda for the first meeting of your class group. | | | | |
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| Section C | General Questions | 100 marks | Office Use Only | |
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| | Q.6 Consider a local business enterprise in your area. | 1 | 2 | |
| (a) | Name a business enterprise in your local area and give a brief outline of the product/service they provide. | | | |
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| (b) | Why do you think this enterprise has located itself in your locality? | | | |
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For Examiner use only Written Examination Paper

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

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| 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 |
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| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
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| 7 | |
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| 1. Total marks. | |
| 2. Aggregate total of all disallowed items. | |
| 3. Total marks awarded (1 minus 2). | |