

JUNIOR CERTIFICATE EXAMINATION 2004

BUSINESS STUDIES: ORDINARY LEVEL

MARKING SCHEME

SECTION A -

Total Marks 100

- | | | | |
|------------|---|------------|---|
| 1. | 3 marks for one correct
5 for both correct | 11. | 3 marks for one correct
5 for both correct |
| 2. | 3 marks for one correct
5 for both correct | 12. | 2 for one correct
4 for two correct
5 for three correct |
| 3. | 2 for one correct
4 for two correct
5 for three correct | 13. | 3 marks for one correct
5 for both correct |
| 4. | 5 for correct answer | 14. | 5 for correct answer |
| 5. | 2 for one correct
4 for two correct
5 for three correct | 15. | 2 for one correct
4 for two correct
5 for three correct |
| 6. | 3 marks for one correct
5 for both correct | 16. | 5 for correct explanation |
| 7. | 3 marks for one correct
5 for both correct | 17. | 3 marks for one correct
5 for both correct
If incorrect, up to 3 for workings |
| 8. | 5 for correct answer | 18. | 2 for one correct
4 for two correct
5 for three correct |
| 9. | 5 figures @ 1 mark each | 19. | 5 for correct answer |
| 10. | 3 marks for one correct
5 for both correct | 20. | 5 for correct answer
If incorrect, up to 3 for workings |

SECTION B - Total marks 300. Each Question carries 60 marks.

Q.1 HOUSEHOLD BUDGET

(A)	80 entries (Inc & Exp) @ ½ mark each	40		
	5 entries on Net Cash row @ ½ mark ea.	2½		
	5 entries on Opening Cash row			
	@ ½ mark each	2½		
	Closing Cash Balance (twice) - 5 marks	5	(50)	
(B)	Ownership answer – (No)	2		
	Reason	3	5	
(C)	Deirdre’s Annual Earnings	5	(10)	
				(60 marks)

Q.2 FINAL A/Cs & BALANCE SHEET OF SERVICE FIRM

(A)	Operating Statement			
	Firm’s Name	2		
	Title	3		
	12 Figures @ 1	12		
	Net Profit	2	19	
	Balance Sheet			
	Title	3		
	Sub-titles	4		
	10 Figures @ 1	10	17	(36)
(B)	Percentage	6		
	Workings	6	(12)	
(C)	Explanation:			
	Two terms @ 6 marks each		(12)	
				(60 marks)

Q.3**LETTER**

- (A) **Letter Format:**
 2 each for 2 Addresses, Date, Salutation,
 Close (Yours ...), Signature 12
 1 for Reference 1
 4 for English
 (Par., Punc., Gram., Spelling) 4
 3 for Presentation/Neatness 3 20
- Letter Content:**
 Acknowledgement 4
 Conclusion 4
 3 employer responsibilities @ 2 6
 3 employee responsibilities @ 2 6 20 (40)
- (B) Trade Union 3
 One example of Trade Union 2 (5)
- (C) Three terms explained @ 5 marks each (15)
(60 marks)

Q.4**BANKING**

- (A) Bank 5
 Branch 5 (10)
- (B) Current Account Balance 6 (6)
- (C) Lodgment Slip:
 14 entries @ 1 mark each (14)
- (D) Explanation of ATM Withdrawal 10 (10)
- (E) Explanation of Direct Debit 10 (10)
- (E) Reason for cheque not on Statement 10 (10)
(60 marks)

Q. 5 BUSINESS DOCUMENTS

(A)	Invoice:		
	Date – 2 marks	2	
	Order No. – 1 mark	1	
	Inside Address – 2 marks	2	
	5 columns @ 3 marks each	15	
	Last 5 figures @ 2 marks each	10	(30)
(B)	One Reason	6	(6)
(C)	Cheque:		
	9 entries @ 2 marks each	18	(18)
(D)	Bank Account:		
	3 entries @ 2 marks each	6	(6)
			(60 marks)

Q. 6 FARM ACCOUNTS

(A)	Title - 3 marks	3	
	Date & Details columns - 1 each	4	
	Receipt No. column	2	
	Cheque No. column	2	
	34 figures @ 1 mark each (Excl. total payments)	34	(45)
(B)	Three reasons @ 5 marks each		(15)
			(60 marks)

Q. 7 MARKETING & SALES PROMOTION

(A)	Bar Chart:		
	Title - 3 marks	3	
	6 Bars (drawn to scale) @ 1 mark each	6	
	Bars correctly labelled - 1 mark each	6	
	Presentation/neatness/clarity	5	
	<i>or</i>		
	Pie Chart:		
	Title - 3 marks	3	
	6 segments (drawn to scale) @ 1 each	6	
	Segments clearly labelled - 1 mark each	6	
	Presentation/neatness/clarity	5	(20)
(B)	Calculation of Total Sales		
	Workings	4	
	Answer	4	(8)
(C)	Target Market county	5	(5)
(D)	Chosen method	5	
	Two reasons @ 5 each	10	(15)
(E)	Application of Four Ps – 4 @ 3 each		(12)
			(60 marks)

Q. 8 PRODUCTION & FOREIGN TRADE

(A)	Three explanations @ 6 marks each	(18)
(B)	Five correct answers @ 2 marks each	(10)
(C)	Two reasons for imports @ 6 marks each	(12)
(D)	Two examples of imports @ 5 marks each	(10)
(E)	Two reasons for exports @ 5 marks each	(10)
		(60 marks)