



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Applied 2012

Marking Scheme

ENGLISH & COMMUNICATION

Common Level

Part One-Audio Visual (30 minutes, 40 marks)

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

1. Name the presenters of the programme, 'AT YOUR SERVICE'. (2 marks)

Award **2** marks Frances and John Brennan

2. What is the name of the hotel featured in the clip? (2 marks)

Award **2** marks Dublin Skylon Hotel

3. We are told that this is a 'big project'. List **three** facts we learn from the voice-over that support this claim. (3 marks)

Award **1** mark for each fact given:

Answer may include any **three** of the following: 126 bedrooms, 5 meeting rooms, a bar, a restaurant, 55 full time staff

4. (i) Give **three** problems with his hotel bedroom identified by the presenter . (3 marks)

Award **1** mark for each problem identified:

Answer may refer to any **three** of the following: radiators – chipped paint, seals broken in window frames, cracks in the ceiling, broken window board, peeling wall paper

(ii) What additional information about figures does the presenter find out, while talking in the kitchen to the hotel's General Manager, Andrew Hyland? (2 marks)

Award **2** marks for any **one** of the following:

4 million a year, 2 million in rooms and 1 million each in food & beverage

5. Outline **three** pieces of advice the presenters give to the managers of the hotel. (6 marks)

Award **6** marks

Award **2** marks each for **three** pieces of advice given. Answers may refer to any **three** of the following:

reference to signage and being hard to find it, bedrooms need to be upgraded, need to upgrade the exterior of the hotel, floodlight the trees from the inside, staff and guests having a say in future room style

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

6. Identify **two** changes that have been made to the outside of the hotel to help attract more business. (4 marks)

Award **2** marks each

New sign and flags help hotel stand out, attractive lights at night to entice people in.

7. Do you think it was a good idea to involve the staff and guests in the bedroom improvement project? Give reasons for your answer. (6 marks)

Two reasons Award **ex 3 marks + ex 3** marks

Candidates may agree or disagree.

8. What encouraging message does the presenter give to the hotel's staff at the end of the clip? (4 marks)

Award **ex 4** marks

Reference to the importance they play in the success of the hotel, the staff being the biggest plus the hotel has.

9. Do you think the cartoon sequence adds to the impact of the clip? Explain your answer (8 marks)

Award **ex 8** marks - Explanation

Answer must be developed to merit full marks.

Part Two-Written (90 minutes, 120 marks)

Candidates must attempt **FOUR** questions, **ONE** from each of the **FOUR** sections. **EACH QUESTION IN PART TWO CARRIES 30 MARKS.**

Section 1 Communications and the Working World

Answer question 1 or 2

1. Read the following passage about the advantages and disadvantages of using email in the work place and answer the questions that follow.

Electronic mail, commonly known as email, is rapidly becoming one of the most popular means of communication in the world, with more than 294 billion emails sent every day. Although sending text messages electronically can be traced back to the use of Morse code in the mid 1800's, the modern email has been in existence for approximately twenty years.

Today email is a common form of communication in the work place. It makes communicating with people easy no matter where they are in the world, provided they have access to a computer and an internet connection. Email is easy to use even for people with limited computer skills. It is very quick, allowing messages to be sent anywhere in the world in a matter of seconds and it is much cheaper to use than other forms of communication, such as postage. It can also help to cut down on paper and printing costs as material can be both transmitted and stored electronically. Email allows users to send documents, files and photographs as attachments to messages. This can help to speed up work on projects as documents can be sent for comment and corrections can be made and returned very quickly.

Unfortunately, the use of email is not without some disadvantages. Companies and individuals need to protect themselves from a variety of threats associated with email usage, such as nuisance spam or junk mail. Computer viruses can also be spread by email. Companies need to ensure that all employees that use email are appropriately trained and know how to use the system safely and properly. Email users need to ensure they have up-to-date virus protection programmes installed on their computers and take care when opening attachments to emails or clicking on any links or banners that might pop up on their computer screens. Changing passwords regularly is another way to ensure that email communication can take place safely.

(a) (i) Give **three** advantages of the use of email in the work place outlined in the above passage. (3 marks)

Award **1** mark each for any **three** of the following:

Communicating with people easy, easy to use, very quick, cheaper to use, cut down on costs.

(ii) Based on what you have read above, in what ways can using email help a business to save money? (3 marks)

Award **ex 3** marks

Award **1** mark each. Answers may include any **three** of the following:

Answer may refer to cutting paper usage, printing costs, storage costs, reducing postage costs.

(b) Give **two** pieces of advice on how email users can protect themselves from on-line threats. (4 marks)

Award **2** marks each for any **two** of the following:

Importance of employees being appropriately trained, having up-to-date virus protection programmes installed, being careful opening attachments to emails, being careful in clicking on links that may pop up on their screens, practice of changing passwords regularly.

(c) Identify **one** other form of electronic communication that could be used in the work place. Explain why you think this form of communication might be useful at work. (6 marks)

Award **1** mark for identification of electronic communication.

May include any **one** of the following:

Fax, Data projector, social network sites, intercom, mobile phone, etc.

Award **ex 5** marks explanation of answer

Answers must refer to application in the work place

(d) You have been asked to write an article for your school's website about the importance of good communication skills. Based on what you have learned from the Communications and Working World module of your Leaving Certificate Applied course, write an article about your experience of at least **one** of the following areas of communication.

- Listening skills
- Telephone techniques
- Letter writing
- Report writing
- Research skills

(14 marks)

Award **ex 14** marks

Answer must include reference to candidate's experience of at least one of the above areas of communication in such activities as: conducting an interview, class visits, participation in a visitor exercise, etc to merit full marks.

OR

2. (a) (i) Describe the work placement that you enjoyed the most during your Leaving Certificate Applied programme. (4 marks)

Award **ex 4** marks

Answer needs to be developed to merit full marks.

(ii) Give **two** reasons why you found this work experience so enjoyable. (4 marks)

Two reasons @ **2** marks each

Answers may refer to any **two** of the following: reference to duties performed, working with other employees, the opportunity to develop skills, the chance to work in a career area you have an interest in, etc.

(b) Would you consider a career in this area? Explain why or why not. (4 marks)

Award **ex 4** marks

(c) Describe the type of training you would need for a career in this area. (4 marks)

Award **ex 4** marks description of training relevant to career area.

(d) Imagine that a job opportunity has arisen with one of your work experience employers. Use the following application form to apply for the position.

N.B. The personal details used should not be your own. (14 marks)

Award **1** mark Position you are applying for

Award **ex 2** marks Personal Details

Award **ex 2** marks Contact Details

Award **ex 3** marks Employment / Work Experience History

Award **ex 3** marks Educational Details

Award **ex 3** marks Achievements / Hobbies & interests

Section 2 Communications and Enterprise

Answer question 3 or 4 or 5

3. Read the advertisement below and answer the questions that follow.

Are you bored with your job?

Want something different and more challenging?

**Enthusiastic and energetic young person
required by a busy leisure centre in Cork city.**

Candidates must be able to work as part of a team.

Excellent training provided.

Applications by e-mail only. Email: Sharon@health&leisure.ie

(a) This job requires an employee to work as part of a team. Based on what you have learned from your Communication and Enterprise studies, outline **two** skills or qualities that you think would help a person to work well as part of a team. (4 marks)

Award **2** marks each for relevant skill or quality outlined.

(b) You applied for the Leisure Centre job advertised above and have been asked to attend an interview. Describe **two** things you could do in order to prepare for this interview. (6 marks)

Award **ex 3** marks + **ex 3** marks - Description of preparation.

(c) Describe **three** interview skills or techniques you have learned that could be of benefit to you during an interview. (6 marks)

Award **ex 2** marks each for **three** skills described.

(d) Write out a Curriculum Vitae (CV) for the Leisure Centre job above using the following headings:

N.B. The personal details used should not be your own.

- Personal details
- Educational details
- Work Experience history
- Hobbies and Interests
- Referees (14 marks)

Award **ex 3** marks for relevant information under any **four** headings.

Award **ex 2** marks for relevant information under the **final** heading.

Curriculum Vitae needs to be written with reference to advertised position.

OR

4. (a) Describe the mini-company or enterprise organised by your Leaving Certificate Applied class. (6 marks)

Award mark **ex 6** marks. Any type of enterprise is acceptable. Candidates must develop answer for full marks.

(b) Give details of your role in the enterprise/mini-company. (4 marks)

Award mark **ex 4** marks. Emphasis is on candidate's own role.

If a candidate does not identify his / her individual role, mark to a maximum of **2** marks.

(c) What was the most important thing that you learned from your involvement in your enterprise/mini-company? (6 marks)

Award mark **ex 6** marks.

Answer needs to be developed to merit full marks.

(d) Use the words in the box below to complete the following sentences. (14 marks)

shareholders	target market	receipt	press release
customers	market research	secretary	loss profit
shares	agenda	managing director	minutes statement

1. The person in charge of running a company is called the **managing director**
2. People who invest money in a company are called **shareholders**. They buy **shares** in that company.
3. If a company earns more than it spends it will make a **profit**.
4. If a company spends more than it earns it will make a **loss**.
5. A customer receives a **receipt** as proof of payment for goods or services.
6. Doing **market research** tells a company if there is a market for a new product or service.
7. The **target market** is the group of people a product or service is aimed at.
8. Companies hold meetings regularly. Matters to be discussed at a meeting are put on the **agenda**.
9. The **secretary** is the person who takes the **minutes** of a meeting. This records what happens at the meeting.
10. People who buy a company's products are called **customers**
11. Information about a company or product given to the media is called a **Press release**
12. A bank **statement** tells customers how much money they have in their account.

Award **1** mark for each correct answer

OR

5. Read the following description of an enterprise project to be undertaken by a Leaving Certificate Applied class and answer the questions that follow.

As part of their enterprise module, a Leaving Certificate Applied class plan to hold a sports day for first year students in their school on May 20th 2013. The class are planning to sell a variety of refreshments to the thirsty participants during the sports day. There will be prizes for the winners and a Certificate of Participation will be given at the end of the day to every first year student who takes part in the event.

(a) The sports day will require a lot of preparation in order to be successful. Describe two things you think the class should do in advance to prepare for the sports day. (6 marks)

Award **ex 3** marks + **ex 3** marks description of preparation.

(b) You are in charge of preparing the Certificate of Participation that each first year student who takes part in the sports day will receive. What details would you include on the certificate? (4 marks)

Award **ex 4** marks

1 mark each to include any of the following:

Name of pupil, date of event, detail of event, teacher / principal signature, school logo, etc.

(c) (i) Identify **one** problem that you think could arise during the sports day. (2 marks)

Award **2** marks identification of problem.

(ii) Suggest a possible solution to the problem you identified above. (4 marks)

Award **ex 4** marks solution presented.

(d) On the following page design a poster advertising the sports day.

Your poster should include the following:

- Date, time and venue for the sports day
- Activities planned
- Prizes
- Entry fee
- Any other relevant information (14 marks)

Award **1** mark for each of the following:
Date, Time, venue, Entry fee.

Award **ex 3** marks each for the following points: Activities planned, Prizes.

Award **ex 4** marks: Emphasis on presentation / layout of poster.

Section 3 The Communications Media

Answer question 6 or 7

6. Read the following review of the film, *The Hunger Games* and answer the questions that follow.

Hollywood is in need of a hit franchise, so thank goodness for *The Hunger Games*. *The Hunger Games* will leave teens hungry for more; I bet it will be the first in a very profitable series.

It's a science-fiction action adventure faithful to the original novel of the same name. In it a fiery teenage huntress battles to overcome a corrupt, male-dominated system. We're in the future, where the rulers in the Capitol pick a girl and boy from each of 12 districts to fight to the death on live TV. It's a lethal, high-tech version of *I'm A Celebrity...Get Me Out Of Here!*

The talented Jennifer Lawrence appears as the heroine, Katniss Everdeen. Her frail younger sister is chosen to represent District 12, but Katniss volunteers in her place. She is handy with

a bow and arrow, and hopes this will help her to survive and return to a handsome youth (Liam Hemsworth) who is wooing her. Our heroine has two allies: a drunk who once won the competition for her district (Woody Harrelson) and a lad (Josh Hutcherson) who has long worshipped Katniss from afar.

There's much to admire in this movie. The make-up, costumes and the environment of the ruling class are spectacular. Gary Ross directs competently — if not at his best.

However, I was not sure of the point of it all. Is it to mock the cruelty of reality TV? Or to dramatise the uncaring way teenagers are treated by their elders? These ideas are scarcely developed. Perhaps they will be in future films. Such considerations are unlikely to distract the film's target audience. Here is the first blockbuster hit of the year.

(a) (i) Name the director of the film, *The Hunger Games*. (2 marks)

Award **2** marks Gary Ross.

(ii) Name **two** actors who star in the film. (2 marks)

Award **1** mark each for any **two** of the following:

Jennifer Lawrence, Liam Hemsworth, Woody Harrelson, Josh Hutcherson.

(b) Science-fiction films often rely heavily on special effects. Do special effects add to your enjoyment of a film? Give **two** reasons for your answer. (6 marks)

Award **ex 3** marks + **ex 3** marks.

(c) (i) Name **one** other type (genre) of film and give an example of it. (2 marks)

Award **1** mark Type of film.

Award **1** mark Name of film.

(ii) What type of film do you most enjoy? Give a reason for your answer. (4 marks)

Award **1** mark - Type of film.

Award **ex 3** marks - Justification of choice.

(d) Write a review of a film you have studied as part of your Leaving Certificate Applied course.

(You may not use the film reviewed above).

Include the following in your review:

- Title of the film
- Setting
- Type of film (genre)
- Plot
- Characters
- Any special features (special effects, music, etc.)
- Give the film your star rating (14 marks)

Award 1 mark for name of film.
Award 1 mark for type of film.
Award 1 mark for star rating.

Award ex 2 marks for reference to any special features.

Award ex 3 marks each for **each** of the following: setting, plot, characters.

OR

7. Read the following article on reality TV programmes and answer the questions that follow.

There are many reality TV programmes on offer to viewers these days. People just can't get enough of watching ordinary people being put in difficult circumstances such as, swapping a wife or husband for two weeks (*Wife Swap*), living with complete strangers (*Big Brother*), or undergoing extreme conditions (*I'm A Celebrity...Get me Out Of Here!*) or (*ICA Boot-camp*).

Those who appear on reality TV can become celebrities over-night. Many make money by selling their story through newspapers and magazines, or by giving TV or radio interviews. Some reality TV stars have gone on to appear regularly on a variety of television programmes, including chatshows. Others have even achieved their own TV shows. Advertising opportunities and starring in Christmas 'pantos' present other options to former reality TV stars to make money.

Appearing on reality TV is not without its disadvantages. Participants' activities and conversations are often filmed 24-hours-a-day. At some point almost everybody slips up and says or does something they may not be proud of when they later come out of that unusual situation.

No-one except the other contestants will realise how extreme the situation was and may not understand why somebody said or did something regrettable. The programme can be edited in a way that is not always flattering to the participants. Some people who have appeared on reality TV shows have been bothered by attention from reporters or press photographers.

For those eager for the reality TV experience there are a number of ways to get involved. You can visit the website of the reality show you would like to appear on, where you can download an application form. Contact details for these shows, which can be used by potential contestants to contact them, often appear on-screen at the end of reality TV programmes. For those not brave enough to actually appear on screen, most reality TV programmes encourage viewers to participate in the action using social media such as Twitter and Facebook.

(a) From what you have read above, give **two** reasons why people might want to participate in reality TV programmes. (4 marks)

Award **2** marks + **2** marks.

Answers may refer to any **two** of the following:

Seeking fame, advertising opportunities, starring in Christmas pantos, making money.

(b) Outline **three** possible disadvantages to appearing on a reality TV show. (6 marks)

Award **2** marks + **2** marks + **2** marks.

Answers may refer to any **three** of the following:

Unlimited coverage of someone's activities 24 hours a day, chance that you may do something you might regret, the impact of editing on someone's image, unwanted attention from reporters, unwanted attention from photographers.

(c) (i) Explain, in your own words, the term 'reality TV'. (2 marks)

Award **ex 2** marks – Explanation.

(ii) Why do you think reality TV shows are so popular with television viewers? Give **two** reasons for your answer. (4 marks)

Award **ex 2** marks + **ex 2** marks

(d) You have decided to apply to be a contestant on your favourite reality TV programme. Write the content of the email you would send to the show's producers in which you:

- explain why you would like to take part in the show
- outline why you think you would be an ideal participant. (14 marks)

Award **ex 7** marks - Explanation of why you would like to take part.

Award **ex 7** marks - Justification of participation.

Section 4 Critical Literacy and Composition

Answer question 8 or 9

8. Read the following edited extract from Elizabeth O'Hara's novel, *Snobs, Dogs and Scobies* and answer the questions that follow. This extract has been adapted from the original, for the purpose of assessment, without the prior consent of the author.

Colm was already in the Spar at 8a.m., stacking the shelves with bread. The loaves

came in at a quarter to and he was there to open the doors and take them inside. He liked this time of day. The shop all to himself, the good smell of the newly baked bread, the way he had time to arrange the loaves neatly on the shelves. All the brown loaves side by side, the white pans on another shelf. Brennan's, Nutty Doorsteps, McCambridges. They stocked thirty different types of bread in this small supermarket. Nobody could believe that. Customers would come in and pick one idly, hardly even thinking about it. It would never occur to them that Colm had come in early in the morning to organise those rolls and pans and turnovers. One was the same as the next, as far as most people were concerned.

Even so, this work gave him intense satisfaction. He loved the silence. He loved putting things in order. In the shop everything was organised. There were rules about the time you came in, rules about what sort of work you should do in the shop, rules about the quarter of an hour tea break. This was a bone of contention: the tea break wasn't long enough. Everyone complained. 'Back to the slavery!' But they laughed as they gave out. They weren't serious. They were always watching the clock and left the second their shift was over, but while they were at work they were cheerful, good humoured, well mannered. Nobody ever yelled. You couldn't even imagine it happening.

After lunchtime, which he spent in the little tearoom at the back of the shop, Colm went to work in the off-licence, tucked away in a corner of the supermarket. Colm recognised lots of the customers; people who were regular shoppers in the supermarket. Sometimes a young person would come in trying to buy a six-pack. He had to ask them for ID proving they were over eighteen. It annoyed some of them that he insisted on seeing their ID. But Colm was extremely careful in his application of the law and if someone didn't have ID, he sold them nothing.

(a) (i) Give **two** reasons why Colm liked working in the shop early in the morning. (2 marks)

Award **1** mark + **1** mark.

Answers may refer to any **two** of the following:

Having the shop all to himself, the smell of the newly baked bread, the way he had time to arrange the loaves.

(ii) Besides stacking the bread, what other work did Colm have to do? (2 marks)

Award **2** marks.

Worked in the off-licence.

(b) Describe the working environment in the supermarket that features in the above extract. (6 marks)

Award **ex 6** marks

Reference may be made to sense of routine, regulated and content staff, etc.

(c) What impression of Colm do you get from reading the above passage? (6 marks)

Award **ex 6** marks.

Answers may refer to liking to do things properly, being organised etc. Answers need to be developed for consideration of full marks.

(d) Name a novel or short story you have studied for your Leaving Certificate Applied course.

You may not use the extract which appears on this paper as the basis for your answer.

Describe an important character from your chosen novel or short story.

Explain why you would or would not like to be this character in the story. (14 marks)

Award **1** mark - Name of novel or short story.

Award **1** mark - Name of character.

Award **ex 12** marks.

OR

9. Read the lyrics of Green Day's song, *Time of Your Life*, below and answer the questions that follow.

Time of Your Life

Another turning point;
A fork stuck in the road.

Time grabs you by the wrist;
Directs you where to go.

So make the best of this test and don't ask why.
It's not a question but a lesson learned in time.

It's something unpredictable
But in the end it's right.
I hope you had the time of your life.

So take the photographs
And still frames in your mind.

Hang it on a shelf
In good health and good time.
Tattoos of memories
And dead skin on trial.

For what it's worth,
It was worth all the while.

It's something unpredictable
But in the end it's right.
I hope you had the time of your life.

(a) Suggest a different title for this song. Explain your choice. (4 marks)

Award **1** mark for different title.

Award **ex 3** marks - Justification of choice.

(b) Select **two** images from the song which you liked and explain why you liked them. (6 marks)

Award **2 marks** for selection of two images **1** mark for each image.

Award **4 marks** for justification of two selections **2** marks for each justification.

(c) This song is often played at school graduation ceremonies. Explain why you think this is so. (6 marks)

Award **ex 6** marks for explanation.

Answer needs to be developed to merit full marks.

(d) Name a poem or a popular song which you have studied that makes you feel either happy **or** sad. You may **not** use the song, *Time of Your Life*, which appears on this paper.

Explain why this poem or song makes you feel either happy **or** sad.

Write out your favourite line from the poem or song and explain why you liked it. (14 marks)

Award **1** mark - Selection of poem or song.

Award **ex 6** marks for explanation of impact of poem or song.

Award **1** mark selection of line.

Award **ex 6** marks for explanation of appeal.

Explanation needs to be fully developed to merit full marks.