

Question 1

11. Data Protection Commission Fines WhatsApp
Further €5.5m Over GDPR Breach

Adapted from businessplus.ie



Explain **two** rights of the data subject (an individual) under data protection law.

(i)
(ii)

Question 2

8. (a) Explain the term national minimum wage.

- (b) Describe **one** possible economic impact on Irish businesses of the increase in the national minimum wage.

Question 3

10. Outline **two** characteristics/skills associated with entrepreneurs.

(i)
(ii)

Question 4

5. Draft an email from Mike Hannon, Sales Manager to all staff at superstore.ie outlining **two** rights customers have under General Data Protection Regulation (GDPR).

Recipients:	
Subject:	

Question 5

7. Write **True** or **False** after **each** of the following statements.

	Statement	True or False
1.	The treasurer is responsible for taking the minutes of a meeting.	
2.	A disadvantage of meetings is that they allow for clarification and feedback.	
3.	An extraordinary general meeting of shareholders must take place annually.	
4.	AOB is usually listed at the top of a meeting agenda.	
5.	A quorum refers to the number of members/shareholders who must be present before a meeting can take place.	

Question 6

11. Illustrate your understanding of a Joint Labour Committee.

Question 7

12. (i) Explain the term teamwork.

(ii) Name the **four** stages of team development.

1.
2.
3.
4.

Question 8

3. Camile Thai is a healthy, sustainable fast-casual restaurant franchise.



(i) Explain the term **franchising**.

(ii) Outline **one** benefit of a franchise as a **start-up** option.

Question 9

This is a compulsory 80 mark question based on Units 3, 4 and 5.

Write your answer in the Answerbook containing Section 1

Miriam's Crèche

Miriam Brophy set up Miriam's Crèche and Childcare Ltd in 2017. Miriam's Crèche offers childcare services for children aged between three months and 12 years of age. Miriam aims to be the leading provider of childcare services in the area by 2030. The vision for the business is to offer each child the surroundings to develop to their full potential with friendly, professional staff. Miriam manages the business on a day-to-day basis. She places an importance on attracting and retaining high quality staff. Miriam communicates all key messages at the weekly staff meetings. In 2019, Miriam started to research taking over a competitor. After 12 months of negotiations, Miriam purchased a rival business which owned three nearby crèches.



Prior to setting up the business, Miriam's experience with budgeting, insurance and taxation was limited. However, as a business owner, she had to familiarise herself with new payments such as commercial rates. Miriam recognised the need to be tax compliant. Miriam hired the services of a local accountant to ensure the company paid the correct amount of taxation on their profits. She also received advice from an insurance broker. They discussed the need to have adequate policies in place to protect the business in case a child is injured in the crèche. The meeting also highlighted the need to have cover in place against the risk of financial loss as a result of a member of staff claiming for injury.

Miriam charges a higher price than any of her competitors in the area. This strategy has paid off as Miriam's Crèche has a waiting list in all of her childcare facilities. Miriam also understands the need to promote the business. The crèche offers a bus service to and from the 'afterschool' for primary school children. The bus is branded with the company logo. Annually, Miriam sponsors sports kits for local underage sports teams. She feels that sponsorship and an active social media campaign are more effective than paying for advertisements. When sponsoring teams, Miriam insists her business logo is visible on the team kit and the team must organise a photo event with local newspapers.

- (A) Outline, using examples, the different types of planning that contribute to the success of Miriam's Crèche. (30)
- (B) (i) Discuss, with reference to the text, the types of business insurance you would recommend for Miriam's Crèche.
- (ii) Describe **two** types of taxation Miriam's Crèche might pay. (30)
- (C) Evaluate the **price** and **promotion** element of the marketing mix for Miriam's Crèche. (20)

Question 10

Read the information supplied and answer the questions which follow.



- (A) Outline the importance of European Union (EU) membership for Ireland. (20)
- (B) Evaluate the role of special interest groups in the European Union (EU).
Use an example to support your answer. (15)

Question 11

Question 3

International Environment

- (C) Discuss the positive **and** negative impacts of multinational companies (MNC's) in Ireland. Use examples to support your answer. (25)

Question 12

(A) Read the information supplied and answer the questions which follow.



- (i) Explain the term Balance of Payments.
- (ii) Calculate the Balance of Trade and the Balance of Payments using the data above. State whether your answer is a surplus or a deficit. Show your workings. (20)

Question 13

(B) Apart from taxation, discuss the reasons why multinational companies locate in Ireland. (20)

Question 14

- (C) (i) Distinguish between the terms the standardised marketing mix and the adapted marketing mix.
- (ii) Explain the importance for Ireland of any **one** of the following policies of the European Union.
- Common Agricultural Policy
 - EU Social Policy
 - EU Competition Policy
- (20)

Question 15

Question 5

Enterprise/Managing

Read the information supplied and answer the questions which follow.



M6 Motors

Alan Naughton is an entrepreneur who set up M6 Motors in 2011. The business is now one of the leading car sourcing companies in Ireland. As the business grew Alan expanded his workforce. The company specialises in high specification cars at competitive prices.

- (A) Evaluate **two** leadership styles the business manager at M6 Motors could adopt, provide reasons for your choice. (20)

Question 16



M6 Motors

Alan Naughton is an entrepreneur who set up M6 Motors in 2011. The business is now one of the leading car sourcing companies in Ireland. As the business grew Alan expanded his workforce. The company specialises in high specification cars at competitive prices.

- (B)** Discuss how stock control and quality control achieve efficiencies for a business such as M6 Motors. (20)

Question 17

- (C) (i) Explain the term intrapreneurship.
- (ii) Outline **three** methods a business could use to encourage intrapreneurship. (20)

Question 18



Proctor and Gamble's (P&G) brands include Pampers, Ariel, Gillette and Head & Shoulders.

- (A) (i) Explain the term product portfolio.
- (ii) Illustrate the different methods of market segmentation used by businesses such as Proctor and Gamble. (20)
- (B) Describe the reasons why a business conducts market research. (15)

Question 19

(C) P&G have provided the following information for their new product line.

Forecast Output (Sales)	200,000 units
Selling Price per unit	€10
Fixed Costs	€600,000
Variable Costs per unit	€5

Illustrate the following by means of a breakeven chart:

- (i) Breakeven point
- (ii) Margin of safety at the forecast output
- (iii) Profit at forecast output.

(25)