



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Examination 2024 Business

Section 1 and Answerbook

Ordinary Level

Thursday 13 June Morning 9:30 - 12:00

400 marks

Examination Number

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Date of Birth

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For example, 3rd February
2005 is entered as 03 02 05

Centre Stamp

Instructions

Write your Examination Number and your Date of Birth in the boxes on the front cover.

Write your answers to all parts of the examination into this Answerbook. This Answerbook will be scanned and your work will be presented to an examiner on screen. Anything that you write outside of the answer areas may not be seen by the examiner.

Write your answers in blue or black pen. You may use pencil for sketches, graphs and diagrams only.

There are two sections in this examination. Questions for **Section 2** are supplied separately but your answers must be written in this Answerbook.

Candidates are required to answer:

(A) Ten questions from Section 1 and

(B) Four questions from Section 2 as follows:

One question from Part 1

One questions from Part 2

and any other **TWO** questions from either Part 1 or Part 2.

All questions in section 2 carry equal marks.

Make and Model of calculator used:

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Answer 10 questions. Each question carries 10 marks.

1. What do the following letters stand for? Write each answer in the space provided.

ATM	
DIRT	
APR	

2. Choose the appropriate terms to complete the sentence below. (**One** term does not apply.)

Court of Auditors

Parliament

Court of Justice



Members of the European _____ are directly elected by citizens of the European Union. The European _____ ensures that the EU budget is spent correctly.

3. Circle the **correct option in each** of the following statements.

- (i) A functional structure divides the business into **departments / geographic locations**.
- (ii) A team based organisation structure is referred to as a **matrix / product** structure.
- (iii) A **narrow / wide** span of control means there are a large number of employees reporting to one manager.
- (iv) Delaying involves **adding / removing** layers of employees in the business.

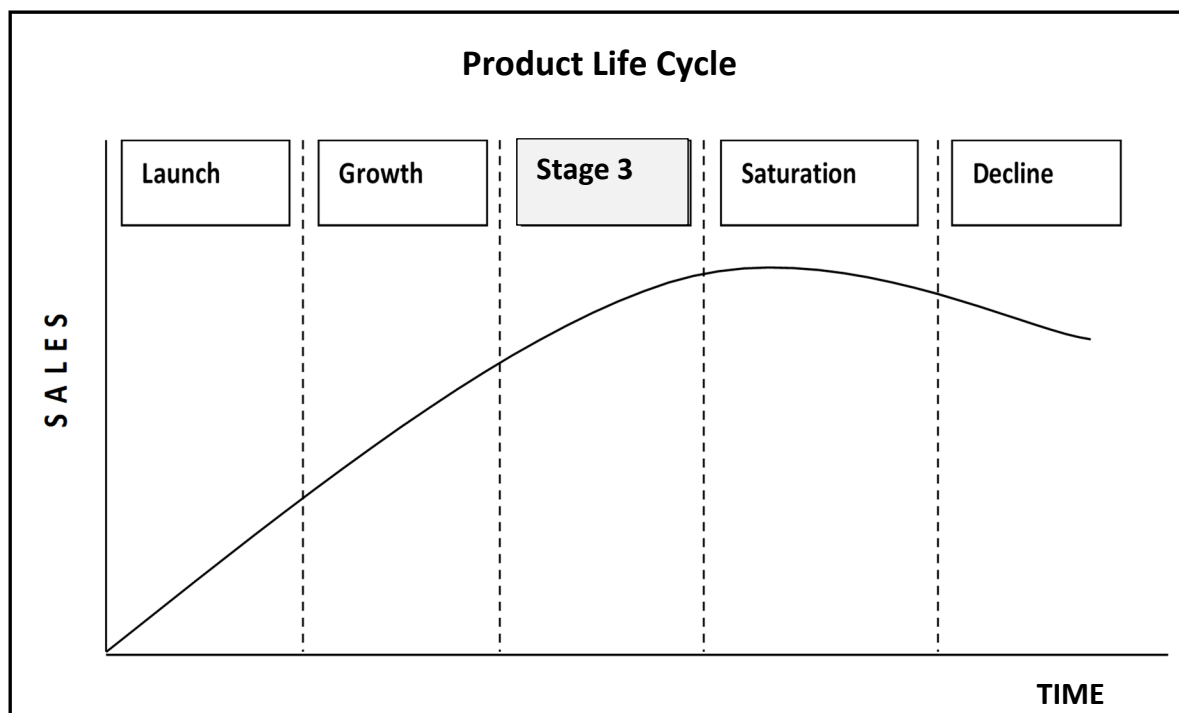
4. Indicate by placing a tick (✓) in the correct box, the **method of expansion** to which each statement relates.

Statement	Merger	Franchise	Takeover	Strategic Alliance
 allows other business owners to use their business model and logo in return for a fee and a percentage of profits.				
 Apple temporarily joined forces with  when they released 				
 and  joined their businesses together permanently to form a new company.				
 purchased over 51% of the shares of Costa Coffee to become its new owner.				

5. Outline **two** ways in which a business could be more environmentally friendly.

1.
2.

6. The diagram below illustrates the product life cycle. Answer the questions which follow.



- (i) Identify the stage above, labelled stage 3. _____
- (ii) Identify a stage of the product life cycle where sales decrease.

7. Write the word **TRUE** or **FALSE** after each of the following statements.

Statement	True or False
Variable costs remain the same regardless of how many units of a product are produced.	
The Breakeven point is the point at which revenue and costs are equal.	
Rent is an example of a fixed cost.	
The margin of safety is forecast sales minus the breakeven point.	

8. Calculate Ian Kenny's net annual take home pay from the following details.

Name: Ian Kenny	€	€	€
Gross Pay			38,000
Deductions:			
PAYE: (20% of €38,000)	7,600		
-Tax Credit	<u>- 3,550</u>		
Net PAYE		A	
PRSI: (4% of €38,000)		B	
USC: (3% of €38,000)		C	1,140
Total Deductions:			D
Net Annual Take-home Pay			E

Workings:

9. Match the explanation with the relevant State **agency/organisation** from the list below.



Local Enterprise Office (LEO)



IDA Ireland



Enterprise Ireland

Explanation	Agency/Organisation
Assists existing Irish business in expanding into foreign markets	
Provides training, mentoring and grant aid to entrepreneurs setting up their business	
Attracts Multinational companies and global firms to set up in Ireland.	

10. Identify the **three** other elements of a SWOT/SCOT analysis.

1. _____	3. _____
SWOT/SCOT	
2. Weakness/Challenge	4. _____

11. Outline **two** methods a business could use to encourage intrapreneurship.

1.
2.

12. Complete the table below by matching the correct remedy for breach of contract with the corresponding explanation.

	Rescind the contract	Compensation	Specific Performance
Explanation	The Judge orders the contract to be completed	The contract is cancelled	A sum of money is paid to the other party
Remedy			

13. Complete the stages in the formation of a team:

1. _____	2. _____	3. Norming	4. _____
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14. Indicate whether each of the following statements refers to a Public Limited Company or a Private Limited Company by writing **public** or **private** after each statement.

	Statement	Public or Private
(i)	The company can raise capital by selling shares to the public on the stock market.	
(ii)	This company can have a maximum of 149 shareholders.	
(iii)	PLC must be written after the company name.	

15. In the following table, Column 1 is a list of business terms and Column 2 is a list of explanations.

Column 1: Business Terms	Column 2: Explanations
1. Tactical Plan	A Plan that covers the day-to-day running of the business.
2. Operational Plan	B A long-term plan for the business.
3. Contingency Plan	C Setting out the number and type of staff required in order to achieve the organisation's goal.
4. Strategic Plan	D A plan which sets out the overall vision/goal of the organisation.
5. Mission Statement	E Short-term plan for a business.
	F Back-up plan to cope with unforeseen events or emergencies.

Match the two lists by placing the letter of the correct explanation under the number of the relevant business term below. One explanation has no match.

Business Term	1	2	3	4	5
Explanation					

Answerbook for Section 2

Instructions

Questions for **Section 2** are supplied separately.

Start each question on a new page. Write the question number in the box at the top of each page.

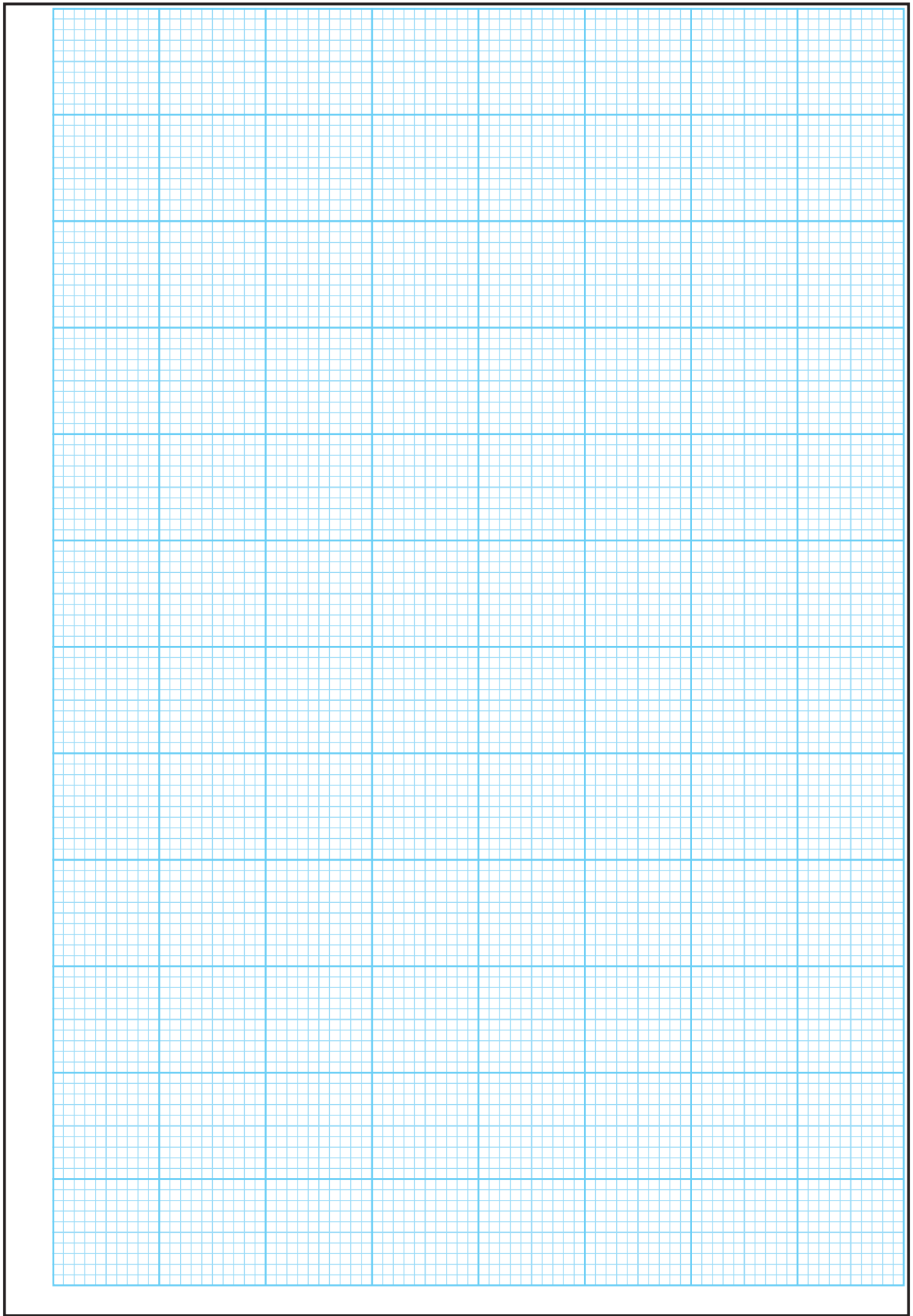
Use the left-hand column to label each part, as shown below.

Question		0 4	Start each question on a new page
Part			
(a)			
(b)(i)			
(b)(ii)			

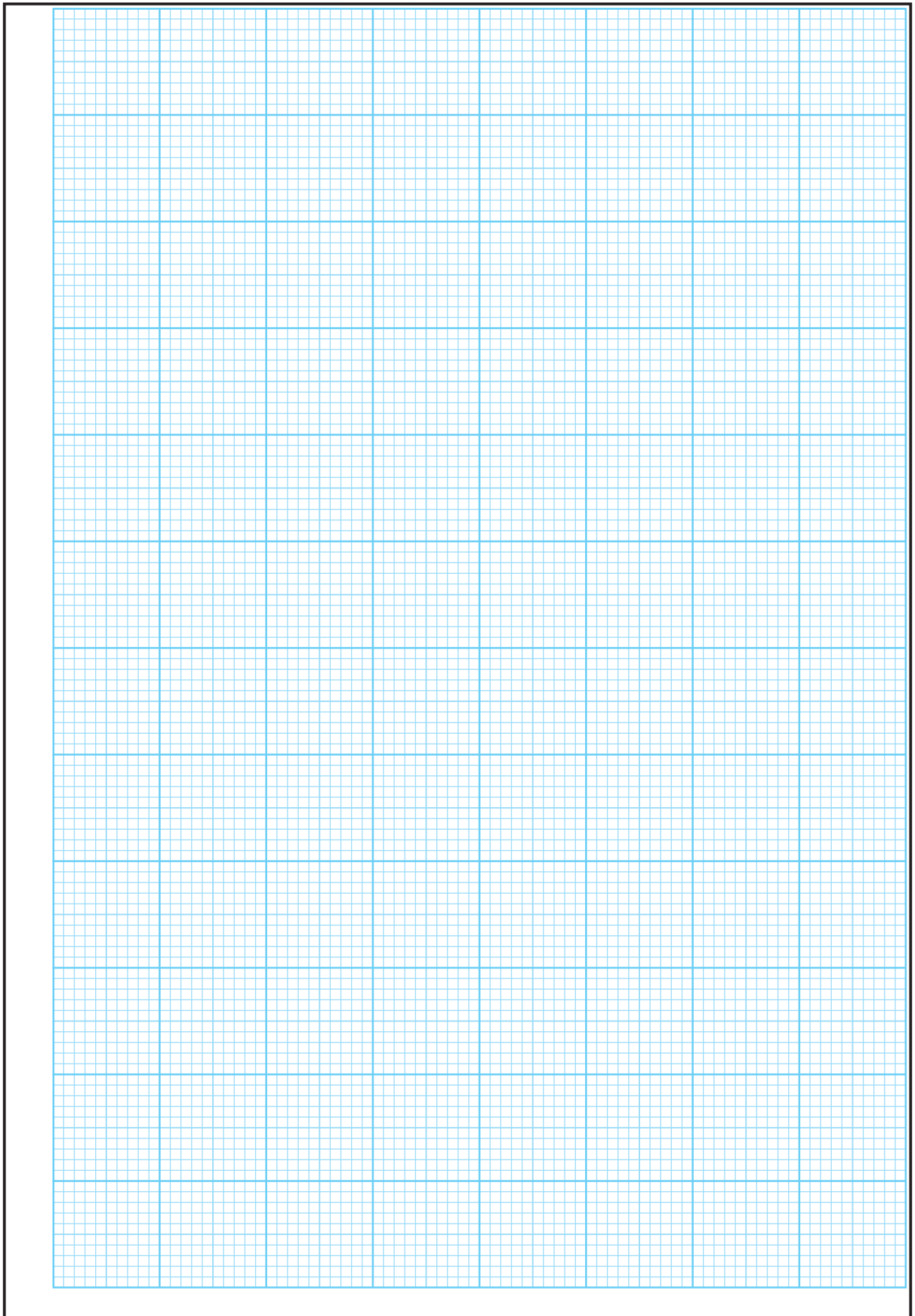
Two pages of graph paper are provided in this answerbook. On pages with graph paper, the box for the question number is at the bottom of the page.

You do not need to use all of the pages in this answerbook. If you run out of space in this answerbook, you may ask the superintendent for more paper or graph paper.

Write your answers in blue or black pen. You may use pencil for sketches, graphs and diagrams only.



Question



Question

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Part

[illegible]

Part

[illegible]

Part

[illegible]

Part

[illegible]

Part

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Part

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Leaving Certificate – Ordinary Level

Business Section 1 and Answerbook

Thursday 13 June

Morning 9:30 - 12:00



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Examination 2024

Business

Section 2
Ordinary Level

Thursday 13 June Morning 9:30 – 12:00

Candidates are required to answer:

Four questions from **Section 2** as follows:

One question from **Part 1**

One question from **Part 2**

and any other **two** questions from either **Part 1** or **Part 2**.

All questions in Section 2 carry equal marks.

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Section 2

300 marks

Write your answers in the Answerbook containing **Section 1**

Answer four questions from SECTION 2 as follows:

One question from **Part 1**,

One question from **Part 2**,

And any **two** other question from either **Part 1** or **Part 2**.

All questions carry equal marks.

Part 1

Question 1

People in Business

Read the information supplied and answer the questions which follow.



Lily purchased a new smartwatch for €195. After two weeks, the touchscreen on the watch stopped working, and the device failed to charge properly. When she returned to the shop, the manager gave Lily the manufacturer's address and said she should contact the manufacturer of the watch.

- (A) Name the consumer law that protects Lily in this situation. (10)
- (B) (i) Outline **two** provisions of the law named above that are relevant to Lily's situation.
- (ii) Outline **two** forms of redress that Lily is entitled to in the above case. (20)



Aer Lingus regional pilots plan work-to-rule

Pilots at Emerald Airlines, which operates the Aer Lingus regional network, recently voted for industrial action. *Adapted from irishtimes.com*

- (C) (i) Explain the term **work-to-rule**.
- (ii) Other than a work to rule, outline **one** other type of industrial action. (15)
- (D) Outline **two** benefits of good industrial relations in the workplace. (15)
- (E) Describe **two** functions of a trade union. (15)

Question 2

Domestic Environment

Read the information supplied and answer the questions which follow.



Ór-Real Irish Butter was launched in October 2021. It is made in Kanturk, Co. Cork, by North Cork Creameries, which is a farmer-owned **co-operative**.

Adapted from orbutter.ie

- (A) (i) Ór-Real Irish Butter operates in the secondary sector of the Irish economy.
Explain what is meant by the **secondary sector**.
(ii) Name the **two** other sectors of the economy. (15)
- (B) Outline **two** challenges facing the secondary sector in Ireland. (15)
- (C) Explain the term **co-operative** as mentioned in the text above. (10)



Three firms pay a third of all corporation tax

According to revenue data, Ireland's corporation tax takings are heavily concentrated in a small number of large foreign-owned multinationals.

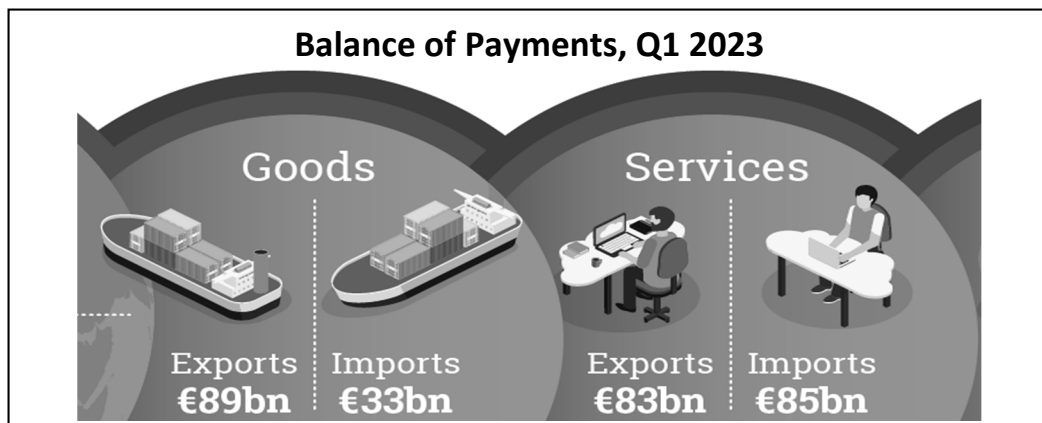
Adapted from rte.ie

- (D) (i) List **three** taxes, other than corporation tax, collected by the Irish Government.
(ii) Outline **one** impact of the reliance on corporation tax by the Irish Government. (20)
- (E) Describe **two** benefits of a low unemployment rate for the Irish economy. (15)

Question 3

International Environment

Read the information supplied and answer the questions which follow.



- (A) (i) Using the figures above, calculate the Balance of Payments for Q1 2023.
Show your workings.
- (ii) State whether it is a surplus or a deficit. (15)
- (B) Outline **two** benefits of international trade for consumers in Ireland. (15)
- (C) Explain any **three** of the following barriers to international trade:
- (i) Quota
 - (ii) Tariff
 - (iii) Embargo
 - (iv) Subsidies
- (20)



A global business sees the world as one market and aims to sell the same product worldwide.

- (D) List **two** examples of global businesses. (10)
- (E) Outline **two** challenges for global businesses when operating in international markets. (15)

Read the information supplied and answer the questions which follow.



A worker with 51 years' service has been awarded €30,000 at the Workplace Relations Commission for unfair dismissal.

Adapted from rte.ie

(A) Outline **three** reasons, other than age, for unfair dismissal. (20)

(B) Outline **one** non-legislative method of solving an industrial relations dispute. (10)

The Consumer Protection Act 2007 protects consumers from unfair commercial practices.

(C) Explain **two** of the following practices prohibited by the Consumer Protection Act 2007:

(i) False or misleading advertising

(ii) False product descriptions

(iii) False pricing (15)

(D) Name the organisation responsible for enforcing the Consumer Protection Act 2007. (10)

(E) Explain **three** of the following elements of a legal contract:

(i) Consideration

(ii) Capacity to Contract

(iii) Consent to Contract

(iv) Legality of Purpose (20)

Part 2

Question 5

Enterprise / Managing

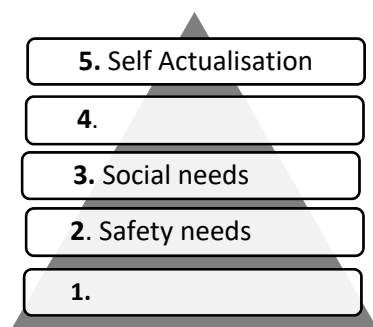
Read the information supplied and answer the questions which follow.



Blizzard Entertainment is a leading American developer of video games with an office in Cork city. The company offers its employees a comprehensive healthcare and insurance package and employees engage in company-wide team events. *Adapted from Blizzard.com*

(A) Explain **one** risk and **one** reward for entrepreneurs who set up their own business. (15)

(B) (i) Below is an image of Maslow's Hierarchy of Needs. Identify the missing stages labelled 1 and 4. (**Write your answers** in your answer book.)



(ii) Using the information from the text above identify how Blizzard Entertainment satisfies their employees safety needs **and** social needs. (20)

(C) Outline **two** benefits for a business of managers using a democratic leadership style. (15)

(D) Blizzard employees work successfully in teams to achieve many of the targets in the business. Outline **two** disadvantages of working in teams. (15)

(E) Outline **one** duty Blizzard have as a data controller in relation to their customers' data under General Data Protection Regulation (GDPR). (10)

Read the information supplied and answer the questions which follow.

Revolut

Banking and payments app Revolut is launching car insurance in Ireland in partnership with insurer AIG.

Adapted from rte.ie

- (A) Outline **two** benefits to customers of using apps for banking services. (15)
- (B) Name and explain **two** insurances that a household could have, other than motor insurance. (15)
- (C) Explain **two** of the following principles of insurance and give **one** example in each case:
- (i) Utmost good faith
 - (ii) Insurable interest
 - (iii) Indemnity. (20)

R

Revolut has also announced plans to offer mortgage products to its 30 million customers around the world for the first time.

- (D) Explain how a **mortgage** works. (10)
- (E) List **three** factors a financial institution/fintech company will assess before granting a mortgage to a customer. (15)

Read the information supplied and answer the questions which follow.

76% would turn down jobs that do not meet flexible working needs, according to a study.

Employees are demanding more than just a good wage when seeking employment. Research suggests that Human Resource Managers are looking at other ways of retaining and attracting staff.

Adapted from rte.ie



- (A) Explain **two** different types of rewards (financial or non-financial), other than wages, that employers can offer employees. (15)
- (B) Explain any **two** of the following functions of a Human Resource Manager:
- (i) Manpower Planning
 - (ii) Training and Development
 - (iii) Performance Appraisal (15)
- (C) The Human Resource Manager must prepare a job description and a person specification before recruiting new staff.
- (i) List **two** items in a job description.
 - (ii) List **two** items in a person specification. (20)
- (D) Outline **two** negative impacts that technology has on employees. (15)
- (E) Explain the term **Employee Empowerment**. (10)



- (A) Many of the products sold at Supervalu are mass-produced.
- (i) Explain the term **mass production**. Use an example to illustrate your answer.
 - (ii) Name **one** other production method. (15)
- (B) Supervalu is part of the Musgrave Group, which is an Irish food wholesaler.
- (i) Explain the term **wholesaler**.
 - (ii) Illustrate, using a diagram, a channel of distribution that includes a wholesaler. (20)
- (C) Supervalu stocks a range of own-brand products.
Explain, including an example, the term **own-brand products**. (10)
- (D) Outline **two** sales promotion techniques that retailers such as Supervalu could use to increase sales. (15)
- (E) Outline **two** benefits for Supervalu of sponsoring the All-Ireland Football Championship. (15)

Question 9**Business in Action**

Read the information supplied and answer the questions which follow.



In 2023 Keogh's launched a new Smoked Barbecue & Teeling Whiskey flavoured crisp.
Adapted from checkout.ie

- (A) (i) Outline **one** method of idea generation that a business like Keogh's may use.
- (ii) Explain the term **prototype development**. (15)
- (B) Outline **two** reasons why a business would conduct market research before launching a new product. (15)
- (C) Explain **two** functions of product packaging for a business like Keogh's. (15)



Crisp maker Keogh's has announced the company will be constructing a new production facility worth €10 million in 2024 as the business continues to grow.

Adapted from irishtimes.com

- (D) Outline **two** reasons why a business may choose to expand. (15)
- (E) Explain any **two** long-term sources of finance from the list below that Keogh's may use to fund the expansion.
- (i) Grant
- (ii) Long-term Loan
- (iii) Share Capital (15)

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Leaving Certificate 2024 – Ordinary Level

Business – Section 2

Thursday 13 June

Morning 9:30 – 12:00