



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate 2025

Marking Scheme

Business

Ordinary Level

Note to teachers and students on the use of published marking schemes

Marking schemes published by the State Examinations Commission are not intended to be standalone documents. They are an essential resource for examiners who receive training in the correct interpretation and application of the scheme. This training involves, among other things, marking samples of student work and discussing the marks awarded, so as to clarify the correct application of the scheme. The work of examiners is subsequently monitored by Advising Examiners to ensure consistent and accurate application of the marking scheme. This process is overseen by the Chief Examiner, usually assisted by a Chief Advising Examiner. The Chief Examiner is the final authority regarding whether or not the marking scheme has been correctly applied to any piece of candidate work.

Marking schemes are working documents. While a draft marking scheme is prepared in advance of the examination, the scheme is not finalised until examiners have applied it to candidates' work and the feedback from all examiners has been collated and considered in light of the full range of responses of candidates, the overall level of difficulty of the examination and the need to maintain consistency in standards from year to year. This published document contains the finalised scheme, as it was applied to all candidates' work.

In the case of marking schemes that include model solutions or answers, it should be noted that these are not intended to be exhaustive. Variations and alternatives may also be acceptable. Examiners must consider all answers on their merits, and will have consulted with their Advising Examiners when in doubt.






Future Marking Schemes

Assumptions about future marking schemes on the basis of past schemes should be avoided. While the underlying assessment principles remain the same, the details of the marking of a particular type of question may change in the context of the contribution of that question to the overall examination in a given year. The Chief Examiner in any given year has the responsibility to determine how best to ensure the fair and accurate assessment of candidates' work and to ensure consistency in the standard of the assessment from year to year. Accordingly, aspects of the structure, detail and application of the marking scheme for a particular examination are subject to change from one year to the next without notice.

Marking Scheme and Support Notes for use with the Marking Scheme.

In considering the marking scheme and the support notes the following points should be noted:

- The support notes presented are neither exclusive nor complete.
- They are **not** model answers but rather a sample of possible responses.
- The support notes in many cases may contain key phrases which must appear in the candidate's answer in order to merit the assigned marks.
- **Further relevant points of information presented by candidates are marked and rewarded on their merits.**
- The detail required in any answer is determined by the context and the manner in which the question is asked and by the number of marks assigned to the answer in the examination paper. Requirements may therefore vary from year to year.
- Words, expressions or phrases must be correctly used in context and not contradicted, and where there is evidence of incorrect use or contradictions the marks may not be awarded.
- An examiner unsure of the validity of the approach adopted by a particular candidate to a particular question should contact his/her advising examiner.

Annotation	Use
	Correct element (n marks)
	No marks awarded. Answer incorrect or insufficient.
	Page seen by examiner / Information not valid.
	Candidate's own figure earns marks.
	Surplus answer or part of answer. Marks awarded elsewhere.

LEAVING CERTIFICATE BUSINESS ORDINARY LEVEL 2025

DRAFT MARKING SCHEME

SECTION 1 100 marks

Answer 10 Questions – Each Question carries 10 marks

QUESTION	MARKING SCHEME	TOTAL MARKS
1	1 st term 4m (2+1+1) 2 nd term 3m (1+1+1) 3rd term 3m (1+1+1)	10
2	Three factors: 4m + 3m + 3m	10
3	Four entries : 3m + 3m + 2m + 2m	10
4	Four entries : 3m + 3m + 2m + 2m	10
5	Two benefits: @ 5m each (3 + 2)	10
6	Three ticks: 4m + 3m + 3m	10
7	Three entries: 4m + 3m + 3m	10
8	Two entries: @ 5m each	10
9	Seven entries: 2m+2m+1m+1m+2m+1m+1m	10
10	Four entries : 3m + 3m + 2m + 2m	10
11	Three entries: 4m + 3m + 3m	10
12	Four circles: 3m + 3m + 2m + 2m	10
13	Explanation: 7m (4 + 3) Example: 3m	10
14	Four entries : 3m + 3m + 2m + 2m	10
15	Five entries: @2m each	10

SECTION 2 – 300 MARKS

PART 1

Question 1

(A)	Explain two:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(B)	Two forms:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(C)	Two advantages:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(D)	Two steps:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(E)	Two functions:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
	Available Marks		75

Question 2

(A)	One reward: One risk:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(B)	Two benefits:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(C)	(i) Name & Explain (ii) List two (inc. example)	7 marks (4m + 3m) 8 marks (2m+2m) + (2m+2m)	15
(D)	Two taxes:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(E)	Outline two :	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
	Available Marks		75

Question 3

(A)	Two reasons:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(B)	One Positive One Negative	10 Marks (7m + 3m) 5 Marks (4m + 1m))	15
(C)	(i) Name: (ii) Two effects:	One Mark (1m) @ 7marks each (5m + 2m)	15
(D)	(i) Name three : (ii) Outline two :	7 marks (4m+2m +1m) @ 4 Marks each (3m + 1m)	15
(E)	Explanation:	10m + 5m	15
	Available Marks		75

Question 4

(A)	Outline two : 10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(B)	Two effects: 10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(C)	(i) One way: (ii) One other way: 10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(D)	Outline two : 10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(E)	Explain two functions: 10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
	Available Marks	75

PART 2

Question 5

(A)	One risk: One reward: 10 Marks (7m + 3m) 5 Marks (4m + 1m))	15
(B)	Outline two sources: 10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(C)	Outline three skills: @ 5 marks each (4m + 1m)	15
(D)	Two benefits: 10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(E)	(i) Explain: (ii) Two reasons: 3marks (3m) @ 6 marks each (5m + 1m)	15
	Available Marks	75

Question 6

(A)	Two advantages: 10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(B)	(i) One duty of Chair: (ii) One duty of Sec: 10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(C)	Notice: Agenda: Signed: 4 @1m each 5 @2marks each 1 mark	15
(D)	Two reasons: 10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(E)	Two sources: 10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
	Available Marks	75

Question 7

(A)	Explain two terms:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(B)	Two benefits:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(C)	Outline two steps:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(D)	Two differences:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(E)	Total Net Annual Salary:	1m+2m+2m+2m+2m+2m+2m+2m	15
	Available Marks		75

Question 8

(A)	Two benefits:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(B)	Two factors:	10 Marks (7m + 3m) 5 Marks (4m + 1m))	15
(C)	(i) Explain with reference: (ii) List two :	7 marks (4m+2m+1m) 8 marks (6m+2m)	15
(D)	Two types	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(E)	Graph:	Title 1m, Sales 1m, Time1m Curved line 2m Labels in order, 5 @2m each	15
	Available Marks		75

Question 9

(A)	Two reasons:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(B)	Two benefits:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(C)	Two services:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
(D)	Three Insurance terms:	@ 5marks each (4m + 1m)	15
(E)	Two principles:	10 Marks (7m + 3m) 5 Marks (4m + 1m)	15
	Available Marks		75

LEAVING CERTIFICATE BUSINESS - ORDINARY LEVEL










EXPECTED RESPONSES – 2025

Section 1

Short Answer Questions

100 marks

Q	Expected Responses	Marks															
1.	What do the following letters stand for? EGM: Extraordinary General Meeting LEO: Local Enterprise Offices GDP: Gross Domestic Product	10m 4 3 3															
2.	Identify the other three elements in the Factors of Production. 2. Labour 3. Capital 4. Enterprise	10m 4 3 3															
3.	Write the word TRUE or FALSE after each of the following statements. <table border="1"> <thead> <tr> <th align="center" colspan="2">Statement</th><th align="center">True or False</th></tr> </thead> <tbody> <tr> <td align="center">(i)</td><td>Safety/Security needs relate to the need for food and shelter.</td><td align="center">False</td></tr> <tr> <td align="center">(ii)</td><td>Esteem needs relate to being successful and achieving a high status.</td><td align="center">True</td></tr> <tr> <td align="center">(iii)</td><td>Maslow believed that when one need is satisfied, the next one becomes the main motivator.</td><td align="center">True</td></tr> <tr> <td align="center">(iv)</td><td>McGregor's Theory Y managers believe that most workers dislike work.</td><td align="center">False</td></tr> </tbody> </table>	Statement		True or False	(i)	Safety/Security needs relate to the need for food and shelter.	False	(ii)	Esteem needs relate to being successful and achieving a high status.	True	(iii)	Maslow believed that when one need is satisfied, the next one becomes the main motivator.	True	(iv)	McGregor's Theory Y managers believe that most workers dislike work.	False	10m 3 3 2 2
Statement		True or False															
(i)	Safety/Security needs relate to the need for food and shelter.	False															
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(iii)	Maslow believed that when one need is satisfied, the next one becomes the main motivator.	True															
(iv)	McGregor's Theory Y managers believe that most workers dislike work.	False															
4.	Complete the break-even chart by placing the following labels in the correct position on the chart: <div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="text-align: right;"> A Break-Even Point (BEP) </div> <div style="text-align: left;"> B Total Revenue (TR) C Total Cost (TC) D Fixed Cost (FC) </div> </div>	10m 3 3 2 2															

5.	<p>Outline two benefits of teamwork to an organisation.</p> <ul style="list-style-type: none">• Improve decision making – greater expertise and experience within a team.• Better staff morale: employees get satisfaction from working with others.• Workload is shared: each member contributes.• Work is completed faster: more working on a task improves efficiency.• Generates intrapreneurship: suggestions can spark new ideas.• Reduced staff absenteeism: staff recognise that their team members are reliant on them.• Higher quality products: Employees will strive to produce products/service to a very high standard with nobody wanting to let the team down.• Improves communication: teamwork needs good communication to work effectively.	10m 3 + 2 3 + 2																
6.	<p>Indicate by placing a tick (✓) in the correct box, the method of production that each statement best describes.</p> <table><tr><th>Statement</th><th>Job</th><th>Batch</th><th>Mass</th></tr><tr><td>Produced by robots on an automated assembly line.</td><td></td><td></td><td>✓</td></tr><tr><td>Each product has a unique design.</td><td>✓</td><td></td><td></td></tr><tr><td>Produces a limited quantity of identical products.</td><td></td><td>✓</td><td></td></tr></table>	Statement	Job	Batch	Mass	Produced by robots on an automated assembly line.			✓	Each product has a unique design.	✓			Produces a limited quantity of identical products.		✓		10m 4 3 3
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7.	<p>Match the images with the relevant term from the list below.</p> <table><tr><td></td><td></td><td></td></tr><tr><td>(i) Sponsorship</td><td>(ii) Sales Promotion</td><td>(iii) Personal Selling</td></tr></table>				(i) Sponsorship	(ii) Sales Promotion	(iii) Personal Selling	10m 4 + 3 + 3										
																		
(i) Sponsorship	(ii) Sales Promotion	(iii) Personal Selling																

8.	<p>Choose the appropriate words to complete the sentence below. (Two words do not apply.)</p> <p>A Co-operative relationship is where a business’s Stakeholders work together to achieve the same objectives.</p>	<p>10m</p> <p>5 + 5</p>																																			
9.	<p>Complete the Matrix Structure for an organisation with two project teams.</p> <div><div>Managing Director</div><div><div>Finance Department</div><div>Marketing Department</div><div>Purchasing Department</div><div>Production Department</div><div>Team A → Finance StaffMarketing StaffPurchasing StaffProduction Staff</div><div>Team B → Finance StaffMarketing StaffPurchasing StaffProduction Staff</div></div></div>	<p>10m</p> <p>2 + 2</p> <p>1 + 1</p> <p>2 + 1 + 1</p>																																			
10.	<p>Below is a copy of the Cashflow Forecast for Smith Ltd., for the first three months of 2025. Fill in the missing figures represented by A, B, C and D</p> <table><tr><th>2025</th><th>January</th><th>February</th><th>March</th><th>Total</th></tr><tr><td></td><td>€</td><td>€</td><td>€</td><td>€</td></tr><tr><td>Total Receipts (A)</td><td>115,000</td><td>110,000</td><td>120,000</td><td>345,000</td></tr><tr><td>Total Payments (B)</td><td>90,000</td><td>85,000</td><td>92,000</td><td>267,000</td></tr><tr><td>Net Cash (A-B)</td><td>25,000</td><td>25,000</td><td>B. 28,000</td><td>78,000</td></tr><tr><td>Opening Cash</td><td>20,000</td><td>A. 45,000</td><td>70,000</td><td>C. 20,000</td></tr><tr><td>Closing Cash</td><td>45,000</td><td>70,000</td><td>98,000</td><td>D. 98,000</td></tr></table>	2025	January	February	March	Total		€	€	€	€	Total Receipts (A)	115,000	110,000	120,000	345,000	Total Payments (B)	90,000	85,000	92,000	267,000	Net Cash (A-B)	25,000	25,000	B. 28,000	78,000	Opening Cash	20,000	A. 45,000	70,000	C. 20,000	Closing Cash	45,000	70,000	98,000	D. 98,000	<p>10m</p> <p>3</p> <p>3 + 2</p> <p>2</p>
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11.	<p>Match the explanation with the correct type of plan from the list supplied.</p> <table><tr><th>Explanation</th><th>Type of Plan</th></tr><tr><td>(i) A back-up plan to deal with unforeseen circumstances or emergencies.</td><td>Contingency Plan</td></tr><tr><td>(ii) A long-term plan devised by senior management to achieve the overall goal of the business.</td><td>Strategic Plan</td></tr><tr><td>(iii) A short-term plan for the day-to-day running of the business.</td><td>Operational Plan</td></tr></table>	Explanation	Type of Plan	(i) A back-up plan to deal with unforeseen circumstances or emergencies.	Contingency Plan	(ii) A long-term plan devised by senior management to achieve the overall goal of the business.	Strategic Plan	(iii) A short-term plan for the day-to-day running of the business.	Operational Plan	10m 4 3 3
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12.	<p>Circle the correct option in each of the following statements.</p> <p>(i) A credit card is used for paying for goods and services. An example of a credit card would be a Public Services Card / <u>Visa Card.</u></p> <p>(ii) A Bank Overdraft is an example of a <u>short term</u> / long term source of finance.</p> <p>(iii) With Hire Purchase, the buyer becomes the legal owner when the first / <u>last</u> instalment is paid.</p> <p>(iv) An unpaid debt owed to a business is written off as a <u>bad debt</u> / debenture.</p>	10m 3 3 2 2								
13.	<p>Explain the term franchising and state one example of a franchise.</p> <p>Explanation: A franchise is when an established business allows others to buy the right to use its name. The person starting the business, known as a franchisee, must pay a fee and a percentage of sales to the person who owns the business idea known as the franchisor in order to use its existing business idea (products, brand, trademarks, logo).</p> <p>Example: McDonalds, Body Shop, Domino's Pizza, Subway, Starbucks, Spar etc.</p>	10m 4 + 3 3								

14	<p>Indicate whether each of the following is an example of an Irish Visible or Invisible Export.</p> <table><tr><th colspan="2">Exports</th><th>Visible or Invisible</th></tr><tr><td>(i)</td><td>Kerrygold butter sold in France.</td><td>Visible</td></tr><tr><td>(ii)</td><td>The Irish band 'The Script' playing at a concert in Spain.</td><td>Invisible</td></tr><tr><td>(iii)</td><td>American fans coming to Croke Park to watch the All-Ireland Hurling Final.</td><td>Invisible</td></tr><tr><td>(iv)</td><td>Irish beef exported to China.</td><td>Visible</td></tr></table>	Exports		Visible or Invisible	(i)	Kerrygold butter sold in France.	Visible	(ii)	The Irish band 'The Script' playing at a concert in Spain.	Invisible	(iii)	American fans coming to Croke Park to watch the All-Ireland Hurling Final.	Invisible	(iv)	Irish beef exported to China.	Visible	<p>10m</p> <p>3</p> <p>3</p> <p>2</p> <p>2</p>
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15.	<p>Matching of business terms with explanations:</p> <table><tr><th>Business Term</th><th>1</th><th>2</th><th>3</th><th>4</th><th>5</th></tr><tr><th>Explanation</th><td>C</td><td>F</td><td>A</td><td>B</td><td>D</td></tr></table>	Business Term	1	2	3	4	5	Explanation	C	F	A	B	D	<p>10m</p> <p>5 x 2m</p>			
Business Term	1	2	3	4	5												
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SECTION 2 – 300 MARKS

QUESTION 1

Q 1	Possible Responses	Marks
(A)	<p>Explain using examples, two of the following provisions of the Sale of Goods and Supply of Services Act 1980.</p> <p>(i) Goods must be of merchantable quality: The goods should be of reasonable standard, considering their durability and the price paid for them. Example: An electric kettle should boil water and last for a reasonable length of time.</p> <p>(ii) Goods must be fit for purpose: This means that goods must be able to do what they are meant to do and what they are designed for. Example: A waterproof jacket should keep the rain out.</p> <p>(iii) Goods must be as described: The goods must be the same as outlined on the packaging, in a brochure, or by a salesperson. No misleading information should be given just to sell the product. Example: A vegan menu must not contain any animal products.</p> <p>(iv) Goods must conform to a sample: If a retailer sells a product using an example/small piece, the full product must be identical to this example. Example: Paint testers must match the full can of paint, both in colour and quality.</p>	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
(B)	<p>Outline any two forms of redress that consumers are entitled to if any of the provisions of the Sale of Goods and Supply of Services Act 1980, are broken.</p> <ul style="list-style-type: none"> • Refund: A return of the money paid for the product to the consumer. If a consumer purchases a faulty good and complains promptly then s/he is entitled to a full cash refund. • Replacement: An exchange may also be provided, e.g. a new model of the same or similar quality. The consumer can be provided with a perfect solution as a substitute for the imperfect product that was sold. • Repair: The retailer can offer to fix the faulty product for the consumer. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

(C)	<p>Describe two advantages to a consumer of taking a case to the Small Claims Court.</p> <ul style="list-style-type: none"> • Inexpensive/low cost: It only costs €25 to take a case to the Small Claims Court. • No solicitors involved: The consumer does not have to pay for legal representation. • Convenient: The case is heard in the local District Court. Easy to access. The application can be made online. • Fast and quick resolution: The case being heard locally can lead to the complaint being resolved quickly, provided it is under €2,000. • Fair: The judge listens to both sides and gives findings. The judge is impartial. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
(D)	<p>Many consumers were unhappy with how the overpricing of tickets by Ticketmaster was managed. Outline two steps (non-legislative) a consumer might take to resolve this issue.</p> <p>Communication: The consumer should contact Ticketmaster (the retailer) and outline their complaint and problem with the product/service.</p> <p>Letter of Complaint: Sometimes by putting the complaint in writing it tends to be taken more seriously. Outline in the letter the problem outlining how you would like it to be resolved. Include a copy of the receipt.</p> <p>Negotiation: This is the process of bargaining to try and reach a mutually acceptable solution to the conflict. Both parties must outline their position with regards to the issue and come up with a compromise-a solution that both can agree with.</p> <p>Third Party Assistance: Contact a relevant third party. A consumer may seek advice from a third party such as the Consumer Association of Ireland (CAI) and the European Consumer Centre (ECC Ireland) who could offer them information and advice and help assist the consumer.</p>	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

(E)	<p>Outline two functions of the CCPC.</p> <ul style="list-style-type: none"> • Promoting the interests and welfare of consumers – the CCPC advises consumers on their consumer rights and personal finance, through their website, advertising and telephone helplines. • Enforces consumer protection and competition law – the CCPC is responsible for enforcing all consumer laws by investigating suspected breaches. • Ensures compliance with consumer law – advises and informs businesses of their legal obligations to consumers and other businesses. • It has power of prosecution, sending prohibition orders, compliance notices and fixed payment notices. • Advises the Government on consumer issues – the CCPC advises the Government on how best to ensure fair competition and consumer welfare is protected. • Publishes a Consumer Protection List – that identifies businesses who have breached consumer law. • Prevents monopolies – works to prevent and address monopolies by enforcing competition law. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
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QUESTION 2

	Possible Responses	Marks
(A)	<p>Outline one reward and one risk for Wren Urban Nest of being more environmentally friendly.</p> <p>Rewards:</p> <p>Increased Market Appeal/PR: Attracts environmentally conscious travellers, who prioritise sustainable practices.</p> <p>Positive PR: Enhances their reputation. Sustainable practices are often covered positively in media, boosting the hotel's public image.</p> <p>Competitive Advantage (USP): Positions the hotel as a leader in sustainability, standing out from competitors.</p> <p>Incentives: Government grants or tax breaks for sustainable initiatives.</p> <p>Increase sales and profits: businesses who engage in environmentally responsible production should benefit from increased sales and profits due to customer satisfaction.</p> <p>Cost Savings: Using sustainable methods of production reduces costs in the long term for the business.</p> <p>Risks:</p> <p>High Initial Costs: Investment and installation can be very expensive upfront. Income from increased bookings may take years to offset initial investments.</p> <p>Staff training: Employees need to be educated on sustainable practices, which requires time and resources.</p> <p>Supplier: Sourcing eco-friendly materials or products may be more difficult and expensive.</p> <p>Reputation risk: The hotel runs the risk of failure if they don't succeed.</p> <p>Lose customers: Customers may be unwilling to pay higher rates associated with eco-friendly initiatives.</p> <p>Lose Investors: Investors may look to other hotels that may pay higher dividends.</p>	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

(B)	<p>Describe two benefits that Wren Urban Nest hotel brings to the local economy.</p> <ul style="list-style-type: none"> • Creates jobs/employment for people in the area – improves quality of life. • Promote awareness amongst the community of the importance of being environmentally friendly. • Improves standard of living in area – staff wages spent locally. • Reduces carbon footprint. • Spin off effect – other businesses supply services to the new business. More money spent in local shops, cafes. • Sponsorship of local events/teams/clubs. • Improved infrastructure – more investment in roads/services. • Consumer Choice – consumer have more options available to meet their needs. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
(C)	<p>(i) Name and explain the sector of the economy in which Wren Urban Nest operates.</p> <p>Tertiary Sector: The Tertiary sector is also known as the services industry, where services are provided to consumers and business. It is by far Ireland's biggest employer and the largest sector in the economy. It employs approximately 75% of the workforce.</p> <ul style="list-style-type: none"> • Financial Services; banker. • Professional Service; solicitor and dentist. • Hospitality Sector; catering assistant, hotel manager. <p>(ii) List the other two sectors, giving an example of an occupation in each sector.</p> <p>Primary Sector Examples: Farming, fishing, forestry, mining.</p> <p>Secondary Sector Examples: Manufacturing and construction.</p>	<p>15m</p> <p>4 + 3</p> <p>2 + 2</p> <p>2 + 2</p>

(D)	<p>Excise Duty, VAT and Carbon Tax are mentioned in the diagram. Explain two of these taxes.</p> <p>Excise Duty: Tax added to certain goods such as fuel, alcohol, and tobacco. It is imposed to regulate consumption and generate revenue. Excise duty is an indirect tax.</p> <p>VAT – Value Added Tax: VAT is a regressive and indirect tax charged on the sale of goods and services. Businesses must register for VAT if their sales reach a certain amount. Businesses must charge VAT but also can claim it back on goods that they buy. The rate for VAT varies depending on the good or service sold. The standard VAT rate in Ireland is 23%. It applies to most goods and services. The two reduced VAT rates are 13.5% and 9%.</p> <p>Carbon Tax: A tax imposed on the carbon content of fossil fuels, aiming to reduce greenhouse gas emissions. Businesses that produce or consume carbon-intensive products may face this tax. It increases operational costs, especially in industries reliant on fossil fuels. Companies may also pass this cost to consumers or invest in cleaner technologies to mitigate it. Carbon tax is a regressive tax.</p>	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
(E)	<p>The government uses the revenue from taxation to assist business in Ireland. Outline two ways in which the government helps Irish businesses.</p> <p>Grant aid – Government provides grant aid to businesses for start-up, expansion, R&D etc.</p> <p>Infrastructure – Government provide infrastructure which allow businesses to operate efficiently e.g., transport links, communication utilities etc.</p> <p>Education & Training – Government funds education and training which benefit business, who can access a skilled workforce</p> <p>Regulation/Legislation – Government implement legislation which regulates how business can operate e.g., Companies Act, Employment law etc.</p>	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

QUESTION 3

	Possible Responses	Marks
(A)	<p>Outline two reasons (other than corporation tax) why a Multinational Company like Apple would locate in Ireland.</p> <ul style="list-style-type: none"> • Access to EU markets: Free trade to other EU member states. Access to market of over 500 million EU citizens will increase sales and profits. • English speaking member of the Eurozone: Ireland is the only Eurozone member country where English is the primary language, cutting down on communication difficulties. • Highly skilled workforce: Talent of the labour force. Number of third level graduates available. • Grants/Supports: Access to Govt. Grants / IDA supports provides further incentives to locate here. This makes it easier to set up in Ireland. • Track Record: Ireland has established a reputation as good place for foreign firms to locate their European headquarters, e.g. multinationals such as Google, Stripe, Intel, Apple and Microsoft. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

(B)	<p>Outline one positive and one negative impact the EU's top court ruling could have on the Irish Economy.</p> <p>Positive:</p> <ul style="list-style-type: none"> • Pay off national debt: The government could use the money to reduce Ireland's €181 billion debt. This would cut interest costs, free up funds for things like healthcare and transport. • Credit rating: It would also make borrowing cheaper and help the economy grow. • Build better infrastructure: The money could be spent on improving things like energy, water, and housing. This means upgrading power systems, expanding water services, and building affordable homes. This would improve the standard of living. • Tackle key issues: The government could invest in things like renewable energy, energy efficiency, reducing pollution, and better healthcare and pensions. • Create a wealth fund: The government could invest the money in things like stocks, property, or businesses, both in Ireland and abroad. This would grow the country's wealth over time and support the economy in the long run. <p>Negative</p> <ul style="list-style-type: none"> • Multinational Companies: Multinationals in Ireland could look elsewhere resulting in lost revenue such as VAT, Income tax and Corporation tax. This would have a huge negative impact on the Irish economy. • Ireland's Reputation: Ireland's low taxes have helped attract businesses. This ruling might make new multinational companies think twice about setting up in Ireland. • Investment: The decision raises questions about how stable Ireland's tax system is, which could worry investors. • Opportunity Costs: Ireland spent a lot of money appealing the decision — money that could have been used for other things. • EU Concerns: Some see the ruling as the EU interfering with Ireland's right to set its own tax rules, which could hurt relations. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
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(C)	(i) What is the official measure of inflation in Ireland?	15m
	Consumer Price Index.	1
	(ii) Explain two effects a decrease in inflation would have on the consumer.	
	<ul style="list-style-type: none"> • Increase Purchasing Power: Lower inflation means prices for goods and services rise more slowly, allowing consumers to purchase more with the same amount of money. 	5 + 2
	<ul style="list-style-type: none"> • Standard of Living increases: Essential expenses like food, housing, and transportation grow at a slower rate, relieving financial pressure on the consumer. 	5 + 2
	<ul style="list-style-type: none"> • Lower Interest Rates: If inflation decreases sustainably, central banks may reduce interest rates, making borrowing cheaper for consumers (e.g., for mortgages, car loans, or personal loans). 	
	<ul style="list-style-type: none"> • Economic Stability: A moderate reduction in inflation often signals a stable economy, which can boost consumer confidence and spending. 	
	<ul style="list-style-type: none"> • Improved Savings Value: With lower inflation, the real value of money saved increases over time, making saving more attractive and beneficial for consumers. 	
	<ul style="list-style-type: none"> • Potential Wage Stagnation: Lower inflation might lead to slower wage growth, reducing the overall benefit of lower prices for consumers. 	

(D)	<p>(i) Name three EU countries with which Ireland trades.</p> <ol style="list-style-type: none"> 1. Germany 2. Belgium 3. Netherlands 4. France 5. Italy <p>Other: Austria, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Greece, Hungary, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden.</p> <p>(ii) Outline two benefits to Ireland of exporting to EU countries.</p> <ul style="list-style-type: none"> • Access to a large market with over 500 million consumers, offering Irish businesses significant growth opportunities. • Irish exporters face no tariffs or quotas within the EU, ensuring cost efficiency and competitiveness. • The shared currency (Euro) with many EU countries eliminates exchange rate risks for trade within the Eurozone. • Exports contribute significantly to Ireland's GDP, with the EU being a key trading partner. • Increased exports support business expansion, leading to job creation and economic stability in Ireland. • Common EU rules/regulations make trade easier. Ireland benefits from shared standards for product quality and safety. • Irish businesses have access to EU funding, grants, and programs that support export activities, research, and innovation. • Attracts MNCs to Ireland as a stepping stone to European market. 	<p>15m</p> <p>4 + 2 + 1</p> <p>3 + 1</p> <p>3 + 1</p>
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(E)	<p>Explain the role of one of the following EU institutions.</p> <p>European Parliament:</p> <ul style="list-style-type: none"> • Legislates, debates and votes on all new laws and policies proposed by the Commission before they may become law. • Amendments to legislation can be put forward by them. • Supervise the work of the Commission. • Approves the annual EU budget. • Represents the views of EU citizens. <p>European Commission:</p> <ul style="list-style-type: none"> • Responsible for the day-to-day management of the EU. It is the executive body of the EU. • Each commissioner is assigned an area of responsibility. • Brings forward proposals for new laws. • Ensures legislation is implemented through directives or regulations. • Implements agreed policies of the EU. • Implements EU budget. • Allocates EU funds. <p>Council of the European Union:</p> <ul style="list-style-type: none"> • Sets goals and plans for the EU. • Approves the EU budget. • Approves laws drafted by the Commission with the co-decision of the Parliament. • Officially signs off on internationally agreements. 	<p>15m</p> <p>10 + 5</p>
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QUESTION 4

	Possible Responses	Marks
(A)	<p>Outline two types of industrial action available to employees involved in an industrial dispute with an employer.</p> <p>Strike: where the employees do not enter their workplace and do not do their duties.</p> <p>Work to rule: where employees only undertake the exact jobs written in their job description or contract of employment.</p> <p>Overtime ban: where workers refuse to do overtime. This can cause major disruption, leading to lost orders and lost sales, especially at peak trading times, e.g., a toy shop at Christmas.</p> <p>Token Stoppage: a brief stoppage of work by the workers to highlight their frustration. It highlights their intention to carry the threat of further, more serious action, if agreement is not reached.</p> <p>Go slow: employees work more slowly and less effectively.</p>	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
(B)	<p>Outline the effects industrial action would have on any two stakeholders in the health service.</p> <p>Employers (HSE): Reduced services lead to disruption and longer waiting periods for patients. Rescheduling of appointments would be required due to backlogs.</p> <p>Employees (nurses): Face disruptions to their working lives and may feel anxious about job security. Lose wages/salary depending on the type of industrial action.</p> <p>Patients: Frustration for patients. Health concerns due to delays.</p> <p>Government: Under pressure from unions and the public to resolve the dispute. Increased funding may be required to resolve the dispute.</p> <p>Private Hospital shareholders: Loss of revenue due to disruption.</p>	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

<p>(C)</p>	<p>(i) Explain with reference to the text supplied one way the McGrath family can terminate the contract.</p> <p>The McGrath family can terminate on grounds of Breach as Buildings AFD Ltd did not have the conservatory completed on 1 May 2025 as outlined in the contract . They did not complete their part of the contract.</p> <p>(ii) Explain one other way a contract can be terminated.</p> <p>Performance – both parties in the contract fulfil their part of the contract and it comes to its natural end.</p> <p>Agreement – both parties agree to end the contract before it is completed.</p> <p>Frustration – an unforeseen event makes it impossible to complete the contract.</p>	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
<p>(D)</p>	<p>Outline two grounds, other than race or sexual orientation, on which discrimination is outlawed under the Employment Equality Acts.</p> <ul style="list-style-type: none"> • Age: younger and older employees cannot be treated differently. • Family Status: whether they have children or other dependents. • Membership of the Traveling Community: An employee cannot be dismissed because they are a member of the traveling community. • Beliefs/Religion: An employee cannot be sacked due to their religious or political opinions. • Disability: People with physical, intellectual, medical conditions. • Gender: Man, woman or transgender person. • Civil Status: Single, married, divorced or widowed. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

(E)	Explain two functions of the Workplace Relations Commission (WRC).	15m
	Information service: Promote good industrial relations and work practices by providing information to employees and employers on their rights and obligations under employment law.	7 + 3
	Codes of Practice: Provide written rules on how to comply with employment regulations.	4 + 1
	Advisory service: WRC works closely with employers, employees and trade unions to promote, develop and implement industrial relations policies, practices and procedures.	
	Conciliation service: Industrial Relations Officers (IRO) act as an intermediary to provide impartial conciliation services between employers and employees to help them to reach a solution to an industrial relations issue.	
	Mediation service: A third party helps parties in an industrial dispute to reach a voluntary resolution of a complaint or grievance.	
	Adjudication service: A hearing is held for both parties in a dispute to be heard and give evidence. The adjudicator makes a written decision on the case which both parties are free to accept or reject.	
	Inspection: WRC can visit the workplace and carry out investigations to ensure the organisation is compliant with employment legislation.	

QUESTION 5

	Possible Responses	Marks
(A)	<p>Outline one risk and one reward for Aimee of setting up her own business.</p> <p>Risks:</p> <ul style="list-style-type: none"> • No guaranteed income – may not have enough money to run the business. • Hard to raise finance/acquire loans – Aimee might find it difficult to raise finance for the business as she is on her own. • Stress – must work long hours to get business going. Setting up a new business can cause a lot of stress. • Competition – may not be able to compete with existing businesses in terms of quality of service and price. Make up is a highly competitive market. • Business failure – the business model might not be successful, forcing the business to close. Aimee may lose her investment and possibly damage her reputation if the business is not a success. <p>Rewards:</p> <ul style="list-style-type: none"> • Profit – a successful business can generate good profit for the entrepreneur. Revenue reached €22.23 million last year. • Independence – the entrepreneur has control over their own working life and makes decisions to suit themselves. • Satisfaction – the challenge of setting up a business is rewarded if the business is successful. • Generating wealth for others – providing employment, spin-off business creation etc. Aimee employs 55 staff. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

(B)	<p>Aimee turned her passion into a business opportunity. Outline two other sources of new product/business ideas.</p> <p>Research and Development – A specific R & D department is responsible for coming up with ideas.</p> <p>Foreign Travel – An entrepreneur may spot a successful product/service abroad and set up similar in Ireland.</p> <p>Family/Friends – family members, friends or colleagues might make a suggestion or highlight a problem with an existing product.</p> <p>Hobbies/skills – The entrepreneur may be able to turn a hobby into a successful business.</p> <p>Internet/Media – ideas from newspapers, TV, radio, websites.</p> <p>Trends – An entrepreneur will keep an eye on market trends to identify a new product/service.</p> <p>Competitors – Copy/adapt/improve a competitor’s product or service.</p> <p>Brainstorming/Intrapreneurship – Employees come together, and bounce ideas off each other.</p> <p>Customer feedback – Listen to what customers want and make a product to suit their needs.</p>	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
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(C)	<p>Outline three entrepreneurial characteristics/skills associated with entrepreneurs like Aimee.</p> <ul style="list-style-type: none"> <p>Risk Taker: Entrepreneurs are not afraid of taking both a personal risk and a financial risk when they set up their own business. They work long hours and invest their money in the business. Aimee invested her money and time when she opened Sculpted.</p> <p>Innovative: Entrepreneurs are inventive when they come up with new ideas for their business. They have to think outside the box to continue to develop these new ideas. Aimee at the age of 23 launched her own brand.</p> <p>Decisive: Entrepreneurs have to be able to make good decisions quickly, so that they don't miss out on any opportunities that may arise. Aimee wanted to make her products more accessible.</p> <p>Reality Perception: Entrepreneurs need to see things as they are and not how they might like to see them. When things go wrong, they must identify this quickly and act. Aimee created products that were missing from the market.</p> <p>Flexible/Adaptable: Entrepreneurs must be capable of changing their approach to business as situations change. The business environment is constantly changing, and successful entrepreneurs must adapt to these changes. Aimee realised that selling online was as important as selling her products in shops. Aimee exports to 68 countries.</p> <p>Human Relations: Entrepreneurs need to be good with people and bring out the best in them. Aimee has 55 employees working for her.</p> 	<p>15m</p> <p>4 + 1</p> <p>4 + 1</p> <p>4 + 1</p>
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(D)	<p>Outline two benefits for Aimee of using social media to communicate with her customers.</p> <ul style="list-style-type: none"> • Direct advertisement – social media allows businesses to tailor their advertising directly to their target market. • Reduced costs – social media advertising is much cheaper than traditional methods of advertising • Creates customer loyalty – customers who start to ‘follow’ certain businesses or brands are generally more loyal to the business • Instant and unlimited sales – advertising through social media allows a business to link directly to their website which can initiate immediate sales from an advertisement. • Creates a relationship with customer – regular posting on social media as well as direct messaging allows a personal relationship to be developed with customers. • Easy to monitor customer feedback – positive and negative reactions. • Customers sharing links with friends – increasing target market. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
(E)	<p>(i) Explain the term stock control.</p> <p>Stock control means ensuring that the business has optimum stock. This means the right amount of stock, at the right time. A business should not have too much or too little stock.</p> <p>(ii) Outline two reasons why stock control is important to a business like Sculpted.</p> <ul style="list-style-type: none"> • Use cash wisely – It ensures money is not tied up in stock that could be used to reduce debts or avail of discounts elsewhere. • Reduces costs – Storage of stock costs money, e.g., warehousing, insurance, security. • Ensures quality is maintained – Stock can become obsolete (out of date) or damaged making it difficult to sell. • Ensure optimum stock levels – Stock control involves ensuring the business always has sufficient stock to meet customer requirements. • Reduce risk of theft – If stock is left lying around in a shop or warehouse there is more risk of theft. • Maintaining customer satisfaction and loyalty – If a business does not have enough stock customers will move to a different supplier resulting in loss of sales and profit. 	<p>15m</p> <p>3</p> <p>5 + 1</p> <p>5 + 1</p>

QUESTION 6

	Possible Responses	Marks
(A)	<p>State two advantages of meetings as a method of communication.</p> <p>Consultation and Discussion: Participants consult and discuss options before deciding on the best plan for the business. Everyone can contribute, which enhances decision-making and boosts morale.</p> <p>Quick Decision-Making: Decisions can be made more quickly as participants are face-to-face and can decide on the spot. Voting can be conducted if necessary.</p> <p>Effective Verbal Communication: Clear messages are conveyed using verbal communication supported by tone, pitch, and body language. Immediate clarification addresses confusion or misunderstandings.</p> <p>Ease of Information Sharing: Information can be explained to ensure understanding and avoid confusion.</p> <p>Immediate Feedback and Opinions: Feedback is provided instantly. Participants can share opinions, ask questions, and discuss issues as they arise.</p> <p>Rapport and Positive Relations: Face-to-face meetings build relationships, fostering collaboration and teamwork. Strong relationships make it easier to solve problems and work on proposals.</p> <p>Time Efficiency: Meetings resolve issues faster than sending letters or emails.</p>	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

(B)	(i) Outline one duty of the Chairperson of a club. <ul style="list-style-type: none"> • Open the meeting and ensure that there is a quorum • Keep order at the meeting • Ensure that the agenda is followed • Run the meeting in an orderly way ensuring compliance with the standing orders • Make sure that everybody gets a chance to participate • Ensure that voting is carried out properly and announce results • Chairperson may have casting vote in the event of a tie. 	15m 7 + 3
	(ii) Outline one duty of the Secretary of a club. <ul style="list-style-type: none"> • Ensure that all who are entitled to attend have received the Notice and Agenda in advance of the meeting • Arrange a suitable venue. Ensure all facilities are arranged and all necessary documentation is available • Read the minutes of the last meeting • Read out any correspondence • Take notes of discussions and decisions and write up the minutes after the meeting. • Assist the chairperson. 	 4 + 1

(C)	<p>Draft the Notice and Agenda of the Annual General Meeting of United Football Club. (The Agenda must contain at least five items.)</p> <p style="text-align: center;">Notice</p> <p style="text-align: right;">28th December 2025</p> <p>The Annual General Meeting of United Football Club will be held on <u>9 January 2026</u> at <u>8.00pm</u> in the <u>Castlemore Clubhouse</u>.</p> <p style="text-align: center;">Agenda</p> <ul style="list-style-type: none"> • Minutes of AGM 2025 • Matters Arising • Chairpersons Report • Treasurers Report • Election of Committee • Membership subscription fee • Ways to improve annual cash flow • Raising finance to build a gym • Any Other Business <p>Signed: Mary Byrne Club Secretary</p>	<p>15m</p> <p>1+1+1+1</p> <p>2</p> <p>2</p> <p>2</p> <p></p> <p></p> <p>2</p> <p>2</p> <p></p> <p>1</p>
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(D)	<p>Explain two reasons why a club should prepare a Cash Flow Forecast.</p> <ul style="list-style-type: none"> • Financial planning – as it predicts inflows and outflows to identify the sources and timing of cash inflows and outflows and to ensure there is enough cash to pay bills. • Identifies periods when there may be a shortage/deficit of cash due to large outflows such as bill payments/equipment. • Control – assists with financial control as it identifies when cutback may be needed, when loans may be needed, or extra cash is on hand. • Funding requirements – if looking for a grant/loan, a cashflow will be required as it can reassure government/bank that the club is well run and can manage the loan repayments • To highlight times when there may be a surplus (cash left over) so that the club can plan to invest this effectively. • Benchmark – to have a benchmark against which future performance will be compared. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
(E)	<p>Outline two sources that United Football Club could use to finance the building of a gym.</p> <ul style="list-style-type: none"> • Longterm Loan – loans of more than 5 years to fund high-cost facilities such as buildings. Payable in instalments. or • Medium-Term Loan: typically, loans of up to 5 years to fund facility upgrades that cost a reasonable amount. • Apply for National Lottery or Grant Funding: Seek grants from organisations like the National Lottery, local governments, or community development funds for financial support. • Sponsorship Deals: Approach local businesses and corporations for sponsorship opportunities, including naming rights for facilities or events. • Increase Membership: Implement targeted marketing campaigns to attract new members and expand the club's reach. • Fundraising Through Competitions and Events: Organise regular competitions, tournaments, and social events to generate funds i.e. win a car. • Renting Grounds for Events: Partner with event organisers to rent facilities for concerts, weddings, and corporate events. Offer parking spaces during these events for additional revenue. • Increase Subscription Fees: Gradually raise subscription fees to ensure steady income. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

QUESTION 7

	Possible Responses	Marks
(A)	<p>Explain the terms ‘induction training’ and ‘on the job training’.</p> <p>Induction Training:</p> <p>This is the first training given to new employees when they start a job. It familiarises them with the aims of the business, the firm’s policies and code of ethics, the layout of everything, health and safety regulations, the people they will work with, whom they are answerable to – “show them the ropes”.</p> <p>On-the-job training:</p> <p>This occurs when an employee is in a work situation. They learn the skills and knowledge required for the job in the workplace by working with and observing experienced employees do their job.</p>	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
(B)	<p>Explain two benefits for Dexcom of rewarding its employees.</p> <ul style="list-style-type: none"> • Improves Employee Motivation: Rewarding staff adequately for their work boosts morale and motivation. • Incentivises Hard Work: Additional benefits can motivate employees to increase productivity, such as achieving higher sales targets. • Boosts Public Image: An organisation known for paying employees well builds a good reputation, enhancing goodwill and potentially increasing sales. • Attracts Top Talent: A reputation for rewarding staff well makes the organisation attractive to highly skilled professionals. • Drives Innovation and Creativity: Employees who feel valued are more likely to contribute innovative ideas and creative solutions. • Reduces Absenteeism: A well-rewarded workforce is less likely to take unnecessary leave, ensuring consistency and reliability in operations. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

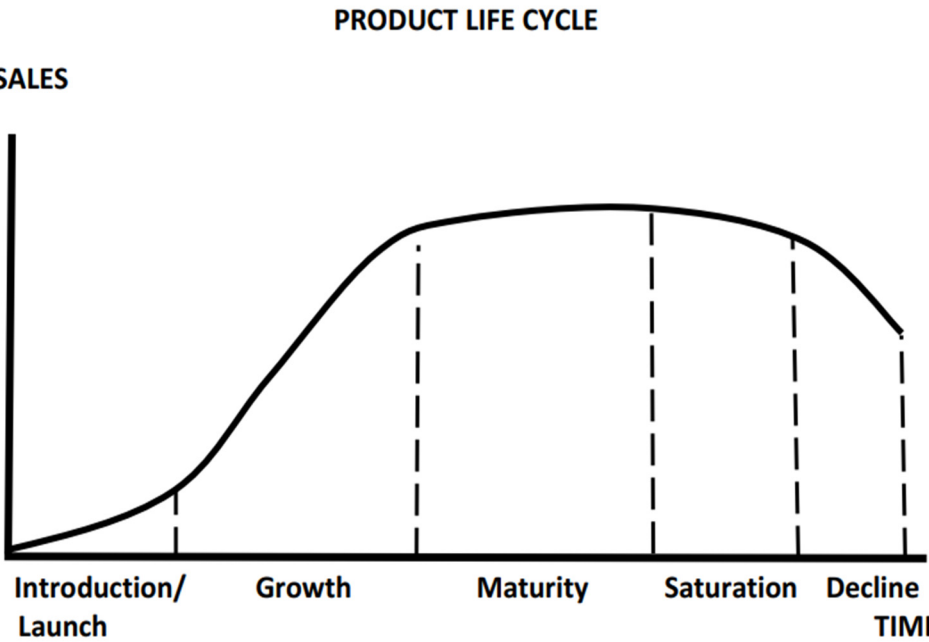
(C)	<p>Outline any two steps in the recruitment and selection process that the HRM would have carried out before employing David Mulroy.</p> <ol style="list-style-type: none"> Create a Job Description: such as key duties, responsibilities, job title, hours, salary, benefits, etc. Make out a Person Specification: includes qualifications, skills, experience, and personal traits aligned with company values. Advertise the Role Promote the vacancy to attract suitable candidates through Internal Recruitment, External Recruitment, CV with cover letter. Shortlist Candidates Screen applications to identify top candidates by reviewing CVs and cover letters, matching profiles to the job and person specs and compiling a shortlist for interviews. Conduct Interviews Interview shortlisted candidates. Methods may include In-Person or Panel Interviews, Virtual Interviews (e.g., via Zoom or Teams), Aptitude Tests, if applicable. Select Candidate & Check References Choose the best candidate based on performance and fit. Conduct checks such as References and Garda Vetting. Make a Job Offer Offer the role to the selected candidate. Provide a Contract of Employment including details of Probationary Period. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
(D)	<p>Outline two differences between a salary and a wage.</p> <p>A salary is a fixed regular payment made to an employee from their employer, usually expressed in the form of an annual sum.</p> <p>A wage is a regular payment made to an employee from their employer which is normally based on the hours worked by the employee and paid on a weekly basis.</p>	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

(E)	Calculate David’s Annual Net Salary. Show your workings.				15m																																																																	
	<table><tr><td>Name: David Mulroy</td><td>€</td><td>€</td><td>€</td></tr><tr><td>Gross Pay</td><td></td><td></td><td>46,000</td></tr><tr><td>PAYE :</td><td></td><td></td><td></td></tr><tr><td>20% @ 42,000</td><td>8,400</td><td></td><td></td></tr><tr><td>40% @ 4,000</td><td>+1,600</td><td></td><td></td></tr><tr><td>Gross PAYE</td><td>10,000</td><td></td><td></td></tr><tr><td>Less Tax Credit 3,750</td><td>-3,750</td><td></td><td></td></tr><tr><td>Net PAYE</td><td></td><td>6,250</td><td></td></tr><tr><td>PRSI:</td><td></td><td></td><td></td></tr><tr><td>46,000@4.1%</td><td></td><td>1,886</td><td></td></tr><tr><td>USC</td><td></td><td></td><td></td></tr><tr><td>46,000@3.0%</td><td></td><td>1,380</td><td></td></tr><tr><td>Total Annual Deductions</td><td></td><td></td><td>9,516</td></tr><tr><td>Net Annual Salary</td><td></td><td></td><td>36,484</td></tr></table>	Name: David Mulroy	€	€	€	Gross Pay			46,000	PAYE :				20% @ 42,000	8,400			40% @ 4,000	+1,600			Gross PAYE	10,000			Less Tax Credit 3,750	-3,750			Net PAYE		6,250		PRSI:				46,000@4.1%		1,886		USC				46,000@3.0%		1,380		Total Annual Deductions			9,516	Net Annual Salary			36,484				<table><tr><td>1</td></tr><tr><td>2</td></tr><tr><td>2</td></tr><tr><td>2</td></tr><tr><td>2</td></tr><tr><td>2</td></tr><tr><td>2</td></tr><tr><td>2</td></tr><tr><td>2</td></tr></table>	1	2	2	2	2	2	2	2	2
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QUESTION 8

	Possible Responses	Marks
(A)	<p>Outline two benefits to Cadbury of having a good brand name.</p> <ul style="list-style-type: none"> • Recognition: Helps identify the chocolate range making it more recognisable / differentiates it from competitors' brands. • Customer Loyalty: Customer loyalty is already established. Consumers will stick with a particular brand if satisfied, making it easier to introduce new products. • Marketing: Aids marketing and advertising / keeps the brand names of its products in consumers' minds. • Price: A well-known brand name often has the image of higher quality; therefore, the store can charge a higher price. Premium pricing. • Efficient: It is easier and cheaper to launch a new product of an established brand to the market, reducing the risk of failure. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
(B)	<p>Explain two factors that a business should consider before setting the price of a product or service.</p> <ul style="list-style-type: none"> • Competitors' Prices: Analyse competitors' pricing strategies. Decide whether to match, undercut, or set a higher price than competitors. • Cost of Product: Ensure the price covers production costs and provides a profit. • Target Market: Identify the specific group of people each product is aimed at (e.g., products for children). Consider what consumers are willing and able to pay. • Image: Reflect on the image the business wants to create when setting prices. • Cost of Production and Research & Development: Factor in manufacturing and development costs for each item when pricing. • Taxes and Tariffs: Include all applicable taxes and tariffs in the price. • Economic Conditions and Demand: Consider the economic climate; higher prices may be feasible in a booming economy. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

(C)	<p>(i) Explain, the term Target Market with reference to Cadbury.</p> <p>A target market is the group of people at whom a particular product or service is aimed. The target market may be characterised by age, income level, gender, location and lifestyle.</p> <p>Example: Cadbury’s chocolate targets a wide and diverse market, ranging from children to adults. For example:</p> <p>1. <u>Children and Teenagers</u> – Cadbury Dairy Milk, Cadbury Heroes, and selection boxes.</p> <p>2. <u>Young Adults</u> – adventurous flavours, sharing packs, and limited-edition products. Campaigns often highlight lifestyle, relationships, and fun moments.</p> <p>3. <u>Families</u> – larger family packs, variety boxes e.g., Cadbury Celebrations.</p> <p>4. <u>Gift Givers</u> – affordable gifts for various occasions, such as birthdays, events. Cadbury Celebrations, personalised chocolates, customised selection boxes.</p> <p>5. <u>Health-conscious Consumer</u> – health-conscious people offering dark chocolate, sugar-free, or reduced-calorie options.</p> <p>(ii) List two advertising media that a business could use.</p> <table><tr><td>Television</td><td>Social Media</td></tr><tr><td>Radio</td><td>Website/blogs</td></tr><tr><td>Newspapers</td><td>Billboards</td></tr><tr><td>Magazines</td><td>Promotional displays</td></tr></table>	Television	Social Media	Radio	Website/blogs	Newspapers	Billboards	Magazines	Promotional displays	<p>15m</p> <p>4 + 2 + 1</p> <p>6 + 2</p>
Television	Social Media									
Radio	Website/blogs									
Newspapers	Billboards									
Magazines	Promotional displays									
(D)	<p>Name and explain two types of market research a business like Cadbury could have used before launching new products.</p> <p>Desk Research (Secondary): Desk research involves using information that has already been gathered by someone else. It is secondary data and can be both internal and external. Desk research is relatively cheap, keeping business costs down.</p> <p>Field research (Primary): Field research involves going into the marketplace to gather first-hand or new information. It involves making direct contact with customers or potential customers. Field research tends to be expensive and time consuming, but it provides specific information on the behaviour of the target market.</p>	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>								

(E)	<p>Draw and label a Product Life Cycle diagram for a product such as Cadbury's Dairy Milk chocolate.</p> <p style="text-align: center;">PRODUCT LIFE CYCLE</p>  <p>SALES</p> <p>TIME</p> <p>Introduction/ Launch Growth Maturity Saturation Decline</p>	<p>15m</p> <p>Title: 1m</p> <p>Sales: 1m</p> <p>Time: 1m</p> <p>Curved Line: 2m</p> <p>Labels: (in order) 5 x 2m</p>
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QUESTION 9

	Possible Responses	Marks
(A)	<p>Outline two reasons for a business like IKEA to expand its services.</p> <ul style="list-style-type: none"> • Increase sales and profitability: Expansion can increase profitability and financial strength in the business. • Economies of scale: A business may expand to reduce costs. By IKEA becoming more accessible to its customers, this will lead to increased sales. The more products the business sells, the lower the cost for IKEA. • Accessibility: IKEA's consumers can now collect their purchases at their convenience and cut down on expensive delivery charges to their home. • Reduce risk: To defend itself from possible market saturation or competition, a business may diversify. IKEA are increasing their market presence without the need to build new standalone stores. This helps spread the risk of failure. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
(B)	<p>Outline two benefits to IKEA of completing a SWOT/SCOT analysis before its 'Click and Collect' partnership up with Tesco.</p> <ul style="list-style-type: none"> • It helps a business to analyse its current situation internally (strengths, weaknesses/challenges) and externally (opportunities, threats) • A SWOT analysis allows IKEA to develop short, medium and long-term goals for the business. • It identifies the strengths of the business so that they can be further enhanced. This Partnership allows IKEA to increase its market presence without the cost of building new premises. • It shows up any areas of weakness/challenges in IKEA which can then be minimised. IKEA's unique experience will be reduced as less customers need to visit their showrooms, reducing impulse buying. Also, a lot of planning and organisation between IKEA and Tesco will be required. • It allows IKEA to develop the opportunities available to them. IKEA can reduce its carbon footprint associated with home deliveries helping them reach their sustainability goals. • It gives the business time to avoid the risks and threats they could be exposed to. IKEA'S competitors might form similar partnerships when they see how mutually beneficial it is. Economic downturns or shifts in consumer spending habits could impact on its success. 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>

(C)	<p>Explain two services that Enterprise Ireland provides to businesses.</p> <ul style="list-style-type: none"> • Funding Support: Grants and funding are available to businesses for startup costs, expansion, and research and development. • Market Information: Access to up-to-date data on various markets, including resources from the market research centre. • Business Advice and Support: Assistance is provided to help firms improve sales, productivity, and adapt to changing economic conditions. • Export Assistance: Enterprise Ireland supports Irish businesses in exporting to over 60 countries through its international office network. • Networking Opportunities: Organises trade missions, trade fairs, and other networking events to help Irish firms build mutually beneficial relationships. • Business Promotion: Promotes Irish businesses through initiatives like the annual National Enterprise Award, which celebrates business achievements and societal contributions 	<p>15m</p> <p>7 + 3</p> <p>4 + 1</p>
(D)	<p>Explain any three of the insurance terms underlined.</p> <p>Insurance Premium: The fee paid to the insurance company (insurer) for the insurance cover. The cost of insurance. It can be paid as a once of payment yearly or monthly instalments which usually occur a fee.</p> <p>Motor Insurance: Motor insurance is required by law. It is protection against loss, theft or damage of a car/vehicle. There are three types of motor insurance-third party, third party fire and theft and comprehensive.</p> <p>Public Liability Insurance: Protects the business from claims made by members of the public for accidents or injuries on their premises e.g. a customer slips on a wet floor.</p> <p>Employer PRSI: An employer must pay this compulsory Pay Related Social Insurance on behalf of each of their employees. PRSI helps the government to pay for social welfare benefits.</p>	<p>15m</p> <p>4 + 1</p> <p>4 + 1</p> <p>4 + 1</p>

(E)	<p>Businesses must abide by the insurance principles of insurable interest, indemnity and utmost good faith. Explain two of these principles.</p>	15m
Utmost good faith:	<p>A person taking out insurance must be truthful when completing proposal form – all material facts must be declared. A material fact is anything which affects the level of risk the insurer is being asked to cover and therefore, the premium charged. Example: Thatched house, house near river, medical condition, smoker. These material facts must be disclosed.</p>	7 + 3
Insurable interest:	<p>The person taking out insurance must have a financial interest in the item being insured – must gain from its existence and suffer financially from its loss. Example: People can insure their own house but have no insurable interest in insuring their neighbour's house.</p>	4 + 1
Indemnity:	<p>A person cannot make a profit from insurance – the purpose of insurance is to leave the person in the same financial position as before the loss occurred. This protects the insurer from over-insurance. Example: Car insured for €30,000. Market value of €20,000. Insured will only receive €20,000 compensation in the event of a write-off due to an accident.</p>	

