



**Coimisiún na Scrúduithe Stáit**  
**State Examinations Commission**

**Leaving Certificate 2020**

**Marking Scheme**

**Link Modules - Written Paper**

**Common 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.

In considering this marking scheme, the following should be noted:

- 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 response in the examination paper.
- Words, expressions or phrases must be correctly used in context and not contradicted, and where there is evidence of incorrect use or contradiction, the marks may not be awarded.
- As a general rule, if in doubt about the validity of any response, examiners must consult their advising examiner before awarding marks.
- The suggestions, examples etc. in the scheme are not exhaustive and alternative valid responses etc. are acceptable.

**Q.1 What evidence is there that Denise is environmentally aware?**

She knows a lot about the danger bees are facing.  
She is a member of the 'Save the Bees Committee'.

**1 mark****Q.2 What is the goal of the committee?**

Two valid reasons

**2 x 1 mark**

1. Get organised.
2. Raise awareness.
3. Get the whole community involved.
4. Make the change happen.

**Q.3 Describe three actions identified by the committee in its plan.**

Three valid answers

**3 x 1 mark**

1. Contact the Farmers Association about when to use pesticides.
2. Contact the GAA about not cutting their hedges.
3. Contact the county council about not cutting the grass in public areas until April.
4. Get a local business on board to support and sponsor the plan.

**Q.4 Explain what it means to take minutes at a meeting.**

Three valid answers

**3 x 1 mark**

1. Minutes are a record of the meeting.
2. Minutes are a record of who attended the meeting.
3. Minutes are a record of what was discussed.
4. Minutes are a record of what plans or actions are decided.
5. Minutes are a record of who is going to carry out which plan/action.

**Q.5 Aside from taking minutes, describe the other responsibilities of the secretary of a committee.**

Four valid answers

**4 x 1 mark**

1. The secretary writes up the minutes.
2. The secretary sends out an agenda to the people attending the meeting.
3. The secretary deals with communication and correspondence.
4. The secretary ensures a well-run committee.

**Q.6 (i) What are the aims of this first meeting?**

Four valid answers

**4 x 1 mark**

1. State their purpose – Save the Bees.
2. Elect officers to the committee.
3. Make an action plan about this issue.
4. To welcome new members/everyone to the committee.

**Q.6 (ii) What evidence is there that this committee is achieving these aims?**

One valid reason

**1 mark**

1. They have a clear purpose.
2. They have decided to elect officers.
3. They created an action plan.
4. They welcome anyone who is interested/many people have joined/want to get involved.
5. Ongoing communication between committee members/text received by Denise.

**Q.7 (i) Describe the characteristics of a good committee member**

Two valid answers

**2 x 2 marks (1+1)**

1. Attends meetings.
2. Is passionate about the cause.
3. Carries out the duties assigned to them.
4. Able to work with other people/able to work as part of a team.
5. Committed to the objectives of the committee.
6. Good communication skills.

**Q.7 (ii) Is it important to have all young people on a committee? Give reasons for your answer.**

Two valid reasons

**2 x 1 mark**

1. Young people bring an energy/ideas to meetings.
2. Young people can be very passionate about a specific cause that impacts on their lives and future.
3. Young people may have less responsibilities and so can give more time to the committee.
4. Young people may not have enough experience.
5. There needs to be a balance between older and young people on a committee.
6. Different age groups bring different experiences.
7. If there are only young people on the committee other age profiles might not get involved.

**Q.8 (i) Describe the differences between a well-run committee meeting and a badly run committee meeting.**

Two valid answers

**2 x 2 marks (1+1)**

A well run committee meeting:

1. Has a purpose.
2. Has elected officers.
3. Has a good chairperson.
4. Formulates a plan.
5. Records/minutes the meeting.
6. Ensures that people have a voice at meetings/listens to people's ideas and suggestions.
7. Assigns tasks to people.
8. Follows up on tasks assigned and actions planned.
9. Is scheduled and members notified well in advance.
10. Starts on time and finishes on time.
11. Makes decisions.

**Q.8 (ii) Describe two responsibilities of a chairperson**

Two valid answers

**2 x 1 mark**

1. Follow the agenda/run the meeting/chair the meeting.
2. Make sure that the meeting is orderly/people are not all speaking at once/stay on point.
3. Ensure people are heard.
4. Ensure that everyone is clear about their tasks.
5. Ensure there is a record of the meeting.
6. Ensure democratic decision-making.
7. The chairperson has the casting vote in the event that voting is tied.

**Q.1 Explain three of the following terms**

Three valid answers

**3 x 2 marks (1+1)**

- Mentor:** A mentor is a person who provides advice, guidance and support to a person while they are setting up and running their business.  
Where the knowledge, skills, insights and entrepreneurial capability of experienced business practitioners is matched with small business owner/managers who need practical and strategic one to one advice and guidance.  
The mentor contributes independent, informed observations and advice to aid decision making over a period of time.  
A free, trusted confidante.  
A mentor may be provided by the Local Enterprise Office.
- Bookkeeping:** It involves recording on a daily basis the financial transactions of the business. Transactions (debits and credits) include purchases, sales, receipts, and payments by an individual person or an organisation/corporation.  
Bookkeeping is the term used to refer to the preparation of accounts for a business. It is part of the accounting process.
- Sole trader:** A sole trader is a person who owns and runs their own business.  
Sole trader refers to the legal structure of the business, rather than the number of employees.  
As such, while a business registered as a sole trader might only consist of the owner, it might also consist of the owner and additional employees.  
They keep all the profits (if any).  
They make all the decisions but have unlimited liability, which means they could lose everything they have invested in the business, including personal assets if the business fails to succeed.
- Upskill:** To learn new skills or to teach workers new skills.  
It focuses more on improving/updating worker's skills so they can work within the same job.  
Upskilling requires an employee to enhance their value to his/her organisation by improving their current skill set.

**Q.2 (i) Describe three key pieces of essential research Jim carried out when considering setting up his own business.**

Three valid answers

**3 x 2 marks (1+1)**

1. Jim researched the new air to water heat pumps, he researched the sources, costs and installation criteria of the heat pumps.
2. He visited a house that had installed one of the new pumps so that he could see it.
3. He spoke with the home owners about their experience of the pumps.
4. He met with a Technical Advisor from SEAI/meeting/discussion with LEO.

**Q.2 (ii) Describe three ways Jim could promote his business and give an advantage of each method chosen.**

Three valid answers

**3 x 2 marks (1+1)**

- |  |  |
|--|--|
| 1. Create a memorable brand image & logo   | this will get the business noticed/instantly recognisable.                               |
| 2. Create a website                        | people will be able to read about his service.   |
| 3. Use social media apps/blogpost          | which brings the business to younger people.   |
| 4. Have a special offer/introductory offer | secure some initial customers.   |
| 5. Set up an email                         | email potential customers with offers/details.   |
| 6. Visit trade shows                       | allows for public to view the product and get information.                               |
| 7. Social media contest/giveaways          | easy way to connect with customers   |
| 8. Host an event                           | people will see the product and have an opportunity to speak with a representative       |
| 9. Local sponsorship                       | local people will become more aware of his business/more likely to support his business. |
| 10. Flyers and posters and noticeboards    | cheap, easy, quick, seen in the local area.  |
| 11. Etc.                                   |  |

**Q.3 (i) Describe the importance to the success of the business of three of the topics discussed by Jim with the mentor, other than promoting his own business.**

Three valid answers

**3 x 2 marks (1+1)**

**Sole trader or PLC:** Jim needs to know the advantages and disadvantages of each option. He needs to be aware that as a sole trader he would be held personally liable for the company's debts/PLC has the advantage of limited liability for the company's debts. It is easier to set up as a sole trader compared to setting up as a PLC where it is more complicated.

He has to make an informed decision and chose the option that best suits his personal circumstances/he will do a starting your own business course which will help him in setting up and running his own business/making decisions.

**Professional indemnity:** It is important to have Professional Indemnity Insurance which provides cover if Jim becomes legally liable to a member of the public following an error or omission in the professional advice or service he has provided a client and as a result has suffered a financial loss.

**Employers insurance:** It is important to have Employers liability insurance which protects his business against the legal liability for injury, illness, disease or death of any employee under a contract of service with his business.

**Health and safety legislation:** It is important to know his legal obligations in relation to health and safety legislation if he plans to have employees. The Health and Safety Act sets out the rights and obligations of both employers and employees and provides for substantial fines and penalties for breaches of the health and safety legislation.

**Location:** It is important to decide where to locate his business – especially when starting out for the first time. Does he have money available to invest in a location? Could he work from home initially? Will he need the capacity to store equipment? Does he need internet access? Will he have employees? Does he need to provide an office for employees? Will he have a base for potential customers to visit him? He needs to make an informed cost effective decision.

**Staff requirements:** It is important to be aware of his staffing needs in order to transact his business successfully. He needs to be able to identify areas of the business which he himself is unable to do, where he needs to employ someone to carry out these duties. He also needs to be aware of how much it will cost to employ specific expertise and if he has the potential to pay this.

**Q.3 (ii) Describe three reasons why Jim was successful in securing the business loan from the bank.**

Three valid answers

**3 x 2 marks (1+1)**

1. He had savings of his own which he invested.
2. It was only a small loan.
3. He did a lot of research into the product/new sustainable energy enterprise.
4. He is well qualified, has the necessary skills and has a good work history.
5. He undertook a lot of preparation e.g. visited the LEO, met with a mentor.
6. He is prepared to upskill in order to be able to carry out the job properly.

**Q.1** *Manray Technologies needs to recruit a Technical Solutions Engineer. The following job advertisement appeared on the company's website.*

**(a)** Explain two of the underlined terms.

Two terms explained

**2 x 2 marks (1+1)**

**Problem Solving:** The process of defining a problem, determining its cause, identifying, prioritising and selecting a solution.

**Flexible Working Hours:** System that allows employees, within limits, to choose when to work the required number of hours for their basic pay.

**Referees:** These are people who know the job seeker and any potential employer can contact them to find out about their reliability etc.

**Equal Opportunities Employer:** This means that the employer will not discriminate between applicants on the grounds of sexual orientation, age, race, religion, ethnic group, gender, disability etc./everyone gets the same chance/treated the same.

**(b)** State four pieces of information that should be included in a Contract of Employment

Four valid answers

**4 x 1 mark**

1. The place of work/employers name and address/employees name and address.
2. The title of the job or the nature and description of the work.
3. The date the employment started/duration of the contract.
4. Wages/salary/pay (for example, weekly or monthly)/including overtime/bonus/commission.
5. Any terms or conditions relating to hours of work/start times/finish times.
6. Paid leave (other than sick leave), including annual leave and public holiday entitlement.
7. Sick pay/sick leave entitlements.
8. Pension and pension schemes/details.
9. Period of notice to be given by employer or employee/dismissal procedures.
10. Details of any collective agreements that may affect your terms of employment.
11. Probationary period.
12. Employees and employers signature.

**(c) Describe four reasons why this employer wants an employee with excellent communication skills.**

Four valid reasons

**4 x 2 marks (1+1)**

1. Excellent communication skills help with team building, and help to make sure that collaborative projects run smoothly.
2. Better customer service/satisfaction: when queries or complaints are handled well/increase in returning business.
3. Improved productivity/better communication with their manager/quality of work or product: employees understand what they are to do/their role/efficient work/no missed orders/no employee errors/tasks will be completed to a high standard/better decisions.
4. Motivated employees: Better employee morale/employees are informed of changes/plans. Understand what is happening/less absenteeism/helps resolve conflicts and preventing potential ones from happening/better industrial relations
5. Better innovation: Business ideas/improvements are easily conveyed or acted on.
6. Enhanced employer branding/sales: Better sales/more profit due to the job being completed correctly/on time/employees are a spokesperson/representative for the company. Express themselves in a positive, clear way when speaking to people.
7. Health and safety: less accidents occur/less insurance implications/training or instructions understood.
8. Ensures good business communication: written/verbal communication within the business and with other businesses. Businesses use phones/email/video conferencing/chat applications to interact with other people.

**(d) As part of the interview process you are expected to give a presentation to the employer.**

**(i) Outline three areas that should be included in this presentation.**

Three valid areas

**3 x 2 marks (1+1)**

1. Skills/Qualities that make you suitable for the position e.g. teamwork, communication, flexible etc.
2. Qualifications: this would show the applicant is qualified for the job/degree/masters.
3. Relevant experience/projects they have worked on that show they are capable of the job.
4. What they could bring to the company to enhance it/ideas to improve products or services.
5. Hobbies/interests: these would give an insight to the work-life balance of the interviewee.

**(ii) How can you make your presentation stand out from those by other interviewees?**

Three valid answers

**3 x 1 mark**

1. Keep your presentation relevant/not too short or too long.
2. Keep your slides simple and easy to read, don't overcrowd the slides with information.
3. Use images and tables.
4. Use contrasting colours for the slide background and text.
5. Avoid flashy slide transitions/Use video or audio wisely.
6. Engage the audience.
7. Speak clearly. Be enthusiastic.

**Q.2 *Entrepreneurs are the driving force for the future of jobs in Ireland.***

**(a) (i) Explain the term 'entrepreneur'.**

**2 x 1 mark**

This is a person who uses their initiative/to come up with a business opportunity or idea/takes the risk/starts up a business/profit.

**(ii) Name two necessary qualities of an entrepreneur.**

Two valid answers

**2 x 1 mark**

- |                            |                  |
|----------------------------|------------------|
| 1. Willing to take a risk. | 5. Hard working. |
| 2. Focused.                | 6. Motivated.    |
| 3. Determined.             | 7. Persistent.   |
| 4. Constantly learning.    | 8. Decisive.     |

**(b) Why should entrepreneurs keep up-to-date with new technologies? Give two reasons.**

Two valid reasons

**2 x 2 marks (0, 2)**

1. Technology helps a business provide their customers with a better service.
2. Technology keeps a business ahead of competitors.
3. Technology ensures that a business does not fall behind or miss any opportunities.
4. Technology can be used to protect financial data, confidential executive decisions and other proprietary information that leads to competitive advantages.
5. Technology helps a business to grow sales/online/greater profits.

**(c) Describe the advantages and the disadvantages of being self-employed.**

Four valid answers

**4 x 2 marks (1+1)**

1. Independence: you work for yourself/own boss.
2. Personal satisfaction from setting up a business.
3. High profits if the business is successful.
4. You have control over decisions made/set your own hours.
5. Pride in your business/achievements.
6. Lost your job – gain opportunity to make a new job to make money.
7. It can be stressful/have to make all of the major decisions/need expertise in all areas of business.
8. There is a risk of personal and financial failure.
9. The business will be affected by the economic climate/hard to get finance/competition.
10. You have to work long hours/can never switch off/effect on family life.

**(d) Discuss in detail three factors which may cause a business to fail.**

**Three valid factors**

**3 x 3 marks (1 + (1+1))**

1. Lack of planning: you could lose out on opportunities in the market/run into financial difficulties/seasonality of the business/waste money producing the incorrect product/advertise wrongly/bad product choice.
2. Lack of finances: cash flow problems/not budgeting properly could mean you do not have enough money to meet your needs/you could over borrow.
3. Poor market research: not meeting customer's needs/failure to connect with potential customers: not using appropriate advertising/promotions/lack of demand.
4. Badly trained employees: not able to get suitable employees/relevant experience/qualifications.
5. Lack of managerial skills: not being able to run the business effectively.
6. Bad location: too far away from customers/no parking/poor infrastructure.
7. Economic factors: recession in the economy/high taxation/Brexit/Pandemic.
8. Poor quality product: lack of quality control/no after-sales service.
9. Poor industrial relations: poor communication between employees and management/low staff moral/lower output levels/high absenteeism/high staff turnover.
10. Competition from new or larger business offering the same product/service/taking the business away.

**Q.3 Work Experience/Work Shadowing is a vital part of the LCVP.**

**(a) What further preparation would you carry out having secured your work experience/work shadowing placement.**

**Four valid points**

**2 x 2 mark (1+1)**

1. Prepare a CV/work placement template.
2. Contact employers/by letter/email/telephone/personal contact.
3. Get consent from parents/principal.
4. Give insurance details to employer.
5. Research the company/type of work to be done.
6. Check start time/finish time.
7. Organise travel/clothes/lunch.
8. Complete training/Garda vetting.

**(b) Explain three personal goals you had in relation to your work experience/work shadowing.**

**Three valid goals**

**3 x 2 marks (1+1)**

1. To decide if this job/career is for me.
2. To experience the world of work/time keeping/longer day.
3. To learn a new skill/teamwork/communication.
4. To be more confident when interacting with adults.
5. To improve my CV by having work experience or a referee.
6. To be able to write up my Diary of Work Experience for my portfolio.
7. To gain a contact for future employment/summer work/part-time job.

**(c) Explain three responsibilities of workers with regard to Health and Safety in the workplace.**

**Three valid points**

**3 x 2 marks (1+1)**

1. To follow all safety instructions, guidelines and procedures e.g. fire drills.
2. To use machinery and equipment correctly e.g. use safety guards.
3. Wear all protective clothing/PPE e.g. hard hat.
4. Report all accidents and hazards to management/safety officer/COVID officer
5. Attend all safety training (manual handling etc.) and practice skills/knowledge in work.
6. Treat others with respect/do not bully in the workplace.
7. Read safety statement/notices and adhere to them.
8. To take reasonable care not to put other people at risk by what you do or don't do in the course of your work.
9. Not to be under the influence of drink or drugs in the workplace.

**(d) (i) Describe three challenges that a student may experience during their work experience/ work shadowing.**

Describe **three** difficulties

**3 x 2 marks (1+1)**

1. Not having meaningful work to do/boredom/trying to fill the time.
2. Lack of training for tasks/no instructions given/finding the work difficult.
3. Not being treated well by the organisation/employees/being overworked/exploited/long hours.
4. Practical issues/transport/timekeeping/dress code.
5. Being excluded/employees not interested in helping the student.
6. Finding it hard to talk to other people/overcoming personal worries/shyness.

**(ii) Outline how these challenges might be overcome.**

**3 x 1 mark**

1. Speak to the employer and explain that you do not have enough to do, watch and learn from what others are doing.
2. Ask other employees for help and/or speak to the employer and explain the difficulties.
3. Speak to your LCVP teacher and explain the difficulties.
4. Speak to the employer and give reasons for these difficulties – offer solutions/alternatives.
5. Try not to see this as personal, do the work, be friendly and polite – you are there to learn.
6. Act confidently, practice what you might say.

**Q.4 You have been asked to complete an investigation on a career of your choice.**

**(a) (i) Name the career you investigated and outline one benefit to you from undertaking this investigation.**

One valid career **1 mark**

One valid benefit **1 mark**

1. Get information on the work involved/duties of the career.
2. Find entry routes into the career/pathways.
3. Skills/Qualities necessary for the career.
4. Find out if you are suitable/if you would still like to pursue this career.

**(ii) Name two methods of research you used to investigate your career.**

Two valid methods **2 x 1 mark**

1. Career Guidance Teacher: book an appointment to review DAT's results/suitability for career/course options.
2. Research: use careers library/websites e.g. Careers Portal, Qualifax, CAO, college websites.
3. Open Day/careers exhibition in the school/college open day/get to see facilities/speak to students and lecturers/careers exhibition e.g. Higher Options variety of third level institutions in one place.
4. Work Experience: get to experience the day-to-day duties involved in the career.
5. Interview: talking to someone doing this job allows you to ask questions e.g. salary, advantages and disadvantages of the job.
6. Self-assessment/DATS tests.
7. Review books/trade journals/college prospectus.

**(b) Describe three reasons why you would choose one entry pathway into a career over another.**

Three valid reasons **3 x 2 marks (1+1)**

1. Costs: HEAR: financial considerations. May not be able to afford to go into full time education.
2. Points/entry requirements: less points required/easier entry requirements.
3. Apprenticeship/Traineeships - work experience, like the idea of combining work with study/get paid/practical experience.
4. Course content more appealing.
5. DARE: disability to be taken into consideration.
6. Further Education (FETAC) – unsure what you want to do, not prepared to make the commitment to college.
7. Didn't get to complete the leaving certificate.
8. Length of course/number of years to complete a course.
9. Internship/opportunity to study abroad – gain experience in advance of committing to studying for a number of years.
10. End qualification: preferred/more suitable.
11. Location: course is closer to home/can stay at home during the college year/friend going to this college.
12. History of family members attending the college/doing a course/college reputation.

**(c) Describe three ways in which you as an employee can demonstrate a strong work ethic.**

Three valid answers

**3 x 2 marks (1+1)**

1. Being dedicated and responsible which means being able to focus and complete tasks no matter the circumstances/willing to learn new skills.
2. Being honest by owning and improving upon mistakes at work which shows willingness to take risks and learn from them.
3. Having personal integrity by always doing the right thing no matter who is watching. Integrity results in gaining the trust of those in the workplace.
4. Be organised and get tasks done on time/get work in on time and make sure it is done well and meets all requirements/show initiative.
5. Be responsible and reliable in terms of what is expected and deliver on those expectations.
6. Work well with others and have respect for others in the workplace.
7. Manage time well so that deadlines are met. Be punctual at work.

**(d) Employers require a dynamic workforce to compete in today's business world. Describe three benefits to the employer when they employ highly skilled and educated employees.**

Three valid benefits

**3 x 3 marks (1m + (0/2))**

1. Less training required/reducing costs for the employer.
2. Competent employees lead to higher productivity/more efficient/less accidents.
3. Through training and education employees will have better teamwork skills/can upskill other employees.
4. Better quality products and services/satisfied customers/higher sales/profits/good reputation.
5. Up to date with technology/new production methods/new ideas/helps the business stay ahead of competitors.

**Q.5 A visit in from a guest speaker.**

**(a) (i) Outline the benefits of inviting a guest speaker to address the LCVP class.**

Three points

**2 x 1 mark**

1. Planning this visit is a good teamwork activity, the class learns from this.
2. Learn about the business/organisation which may also help in a career choice.
3. Develops a relationship which will help in the future/work experience/visit out/mentoring.
4. Class have information which they can use to write up a portfolio item e.g. Summary Report.
5. You have experience of what it takes to organise a visit in.
6. Communication skills are improved as someone has to welcome/thank the visitor/ask questions.
7. It is a new/different source of information for the class, other than the teacher or books.

**(ii) Name one Leaving Certificate subject, other than Link Modules, you are studying and indicate how each was useful in the organisation/planning of your visit in.**

Subject clearly named with an outline of skills or knowledge gained from the subject and how it was useful.

**1 mark**

**(b) Describe three reasons why teamwork is so important to the success of this activity.**

Three valid reasons

**3 x 2 marks (1+1)**

1. Sharing of information and ideas.
2. More problem-solving abilities.
3. Sharing of goals.
4. Greater sense of ownership.
5. Sharing of tasks/sharing of responsibilities.
6. Gets the job completed faster or on time.
7. Activity runs smoothly.

**(c) Draft an email to brief the guest speaker in advance of the visit to your LCVP class.**

Email contents

**8 marks**

To: email address	1m
Subject line	1m
Opening salutation	1m
Purpose of email	1m
Three points of information about the visit	3 x 1m
Closing: Yours sincerely	1m

(d) Describe four methods that could be used to evaluate the visit in, and give reasons for each method chosen.

Four valid methods

4 x 2marks (1 + 1)

1. **Questionnaire:** Can be given to the speaker as well as the class to get their opinion on the visit.

Reason: Easy to administer/collate results  
Can be completed anonymously  
Generally inexpensive  
Good response rate  
They are objective.

2. **Class Discussion:** The class can discuss the visit in/varying opinions can be taken on board.

Reason: Easy to organise  
Everyone can participate  
Can see how much was learned  
Allows for everyone to contribute to the discussion  
Good to show improvement or practice communication skills.

3. **Portfolio Item** e.g. Summary Report: Correct type of information to complete the report.

Reason: Easy method to use as all class members must produce a report  
Reports can be compared easily.

4. **Contact the speaker** via a follow-up phone call or e-mail.

Reason: They are in a position to give feedback from their point of view as to how they felt about the visit, how the students engaged and whether they felt that the students benefitted from the visit.

5. **Ask Teacher:** who can comment on how well this visit was organised/run.

Reason: Allows the class to practice their interview/communication skills  
Questions can be explained if necessary  
Easy to do  
No cost involved  
You will get honest feedback/review of teamwork.

6. **Review of Teamwork:** Did the class put into practice what they have learned/how well did they work together as a team.

Reason: Objective was to work as a team  
All class members are aware of what is involved  
Will give direction for future teamwork activities.

**7. Review Aims/Objectives:** To see if the aims or objectives for the visit were met.

Reason: Was the purpose of the activity achieved?  
Did they get the information they needed?

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**Q.6** *A business that fails to plan, plans to fail.*

**(a)** List four sources of finance for business start-ups.

Any **four** relevant sources

**4 x 1 mark**

1. Personal investment/own savings.
2. Investment by family/friends/business angel.
3. Bank loan/financing.
4. Grants.
5. Venture capital.
6. Crowd funding.

**(b)** Outline three reasons for preparing a business plan.

**Three** relevant answers

**3 x 2 marks (1+1)**

1. Sets out aims/objectives of the business/is it worthwhile beginning the business/continuing with the business.
2. Required when applying for a bank loan/grants.
3. You can evaluate how your business is doing by comparing it to the plan/helps to measure progress as the business develops.
4. Having a plan helps with the day to day decision making.
5. To help your business run more efficiently.
6. Helps anticipate trends or needs of the business.
7. Helps identify weaknesses in the business.

**(c)** Describe how the success of a business enterprise can be measured.

Three valid points

**3 x 2 marks (1+1)**

1. Profits/turnover/sales - increased from previous years. Meeting targeted profits/achieving aims. Improved share price.
2. Comparisons with competitors/market share/being the dominant business in a particular industry or for a particular product.

3. Winning awards/recognition from the industry/ISO awards.
4. Good staff relations/no strikes/low staff turnover/committed hardworking staff.
5. Customer loyalty/customers stay with the business, keep coming back/customer feedback.
6. Size of the business/expansion/gaining new markets/new products/diversification.
7. Continuity/length of time in business.
8. Evaluate the success by comparing your business plan to your progress.

**(d) (i) State and explain three key items that should be included in the body of a business plan.**

**(ii) Outline why each of these three areas is important.**

Three valid items

**3 x 2 marks (1+1)**

Importance of each item

**3 x 1 mark**

1. Marketing/Market Research: Desk and field research/undertaken by the business or by a market research firm/identify target market/demand/competition/advertising/USP/price.

**Importance:** to find out if your idea will be successful.

2. Finance: Sources of finance/loan/grants/cash flow forecast/budgeting income and expenditure/costs involved in purchasing equipment.

**Importance:** to know how much is needed/where you will get the money/budgeting is important to ensure you have enough to meet your running costs.

3. Staff/Personnel/HR: Job description for employees/qualifications/salary/training required/how many employees needed.

**Importance:** to know how many employees are required/qualifications.

4. Production: raw materials/suppliers/production process/distribution/packaging/design.

**Importance:** to know how long it will take to make the product/potential difficulties can be planned for.

5. Location/Premises: Near customers, staff and suppliers/parking/adequate room for future expansion. Near airport/good road network for deliveries.

**Importance:** to plan for proper facilities and enough space/near good infrastructure.



