



Coimisiún na Scrúduithe Stáit  
State Examinations Commission

# Leaving Certificate Vocational Programme 2022 Link Modules Examination

Common Level

Wednesday 4 May Morning 10:00 - 12:30

130 marks

**Examination Number**

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**Day and Month of Birth**

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For example, 3rd February  
is entered as 0302

## INSTRUCTIONS TO CANDIDATES

Write your Examination Number in the box on the front cover.

Write all answers into this booklet. There is space for extra work at the end of the booklet. If you need to use it, make sure to label the work clearly with the question number and part.

This examination booklet will be scanned and your work will be presented to an examiner on screen. Anything that you write outside of the answer areas may not be seen by the examiner.

There are **three** sections in this examination, as follows:

### **Section A – Audio Visual**

There are eight questions. Answer **all eight** of them. 30 marks

**Section B – Case Study and Section C – General Questions** 100 marks

Answer Section B and **any three** questions from Section C

**or**

Answer **any four** questions from Section C.

**You may only use blue or black pen when writing your answers. Do not use pencil.**





**Part 2**

**Q.4** Describe how CSR affects employees in this supermarket.

**(2 marks)**


**Q.5** Explain the value of CSR to a business.

**(4 marks)**








## **Section B – Case Study and Section C – General Questions**

100 marks: 4 x 25 marks

Answer Section B and **any three** questions from Section C

**or**

Answer **any four** questions from Section C.

Alex and Rami both worked in the retail sector for many years. In 2015, having identified a gap in the market for young fashion, they set up their own shop selling a number of popular clothing fashion brands. They rented a premises on the main street of a busy large town which meant they had plenty of passing trade. As with many businesses such as theirs, overheads, including rent and wages for four full-time staff were quite high. However, after five years of hard work, the business was doing so well they were thinking of expanding - setting up a second shop diversifying into accessories and footwear.

Then the COVID-19 pandemic happened. During the first lockdown in March 2020 everything closed down. At that point, Alex and Rami found themselves with a lot of stock and more on the way from suppliers. These clothes were already paid for but now there were no customers to sell them to. As the shop had only a very basic online presence, their loyal customers had no option but to shop elsewhere online if they wanted to buy clothes. Having reviewed their current situation, the partners decided to research what their competitors were doing. They discovered that in order for their business to survive they needed to establish an online presence.

Alex and Rami sought help from their Local Enterprise Office (LEO) with a view to creating an online shop promoting their clothes to potential customers in the virtual world. Through the Government's National Digital Strategy, they were eligible for the Trading Online Voucher Scheme. They used their voucher to pay for the design and development of their website and social media accounts. They invested in photography and video equipment in order to take professional quality photographs and videos. They also set up a secure payment system and adopted a transparent and fair returns policy.

On their online platforms, Alex and Rami wrote clear product descriptions, issued daily updates and carried out weekly fashion shows. They made themselves available by email, chat and phone in order to answer queries from customers and to offer personal style advice. They contacted a couple of well-known personalities to become influencers for their online shop promoting their clothes and generating sales. Soon their dedication and innovation paid off and the orders started to come in.

Six months post-lockdown online sales have overtaken shop sales. They are now looking to hire new staff in the areas of website development and maintenance, product promotion, digital marketing and cyber security. Other local businesses having seen their success have asked Alex to mentor them, whilst Rami looks after the day to day running of the business.

Given the success of the diversification of the business into online sales they have updated their business objectives to include business consultancy. Alex and Rami are seriously considering not renewing their lease on the shop premises in 6 months' time in order to concentrate on the online business.









## **Section B – Case Study and Section C – General Questions**

100 marks: 4 x 25 marks

Answer Section B and **any three** questions from Section C

**or**

Answer **any four** questions from Section C.

This section has seven questions. Each question carries 25 marks.

To help you decide which questions to answer and to help you find them in the booklet, here are all the questions with the page range for each. Answer your chosen questions in the appropriate pages in this booklet.

**Q.1****Pages 18 to 20**

*A fashion show is an example of an LCVP enterprise activity to raise funds for a local charity.*

- (a) Name **four** items for the agenda of the first meeting to be held to plan the fashion show.
- (b) Outline why planning is important in setting up and running this enterprise activity.
- (c) Set out the section of the Enterprise/Action Plan which deals with the running of this activity.
- (d) A dispute has arisen among the students in the class about responsibilities. Describe **three** steps that could be taken to resolve this dispute.

**Q.2****Pages 21 to 23**

*A career investigation is useful when making a choice about your future career.*

- (a)
  - (i) Name the career you would like to investigate.
  - (ii) Outline **three** duties that would be involved in the above named career.
- (b) Describe an out-of-school learning experience you could undertake to help you choose your future career.
- (c) Describe the challenges of undertaking a career investigation.
- (d) During the pandemic many people worked from home. Outline the benefits and challenges for employees of working from home.

**Q.3****Pages 24 to 26**

*Teamwork plays a vital role in the majority of LCVP activities.*

- (a) What is your understanding of teamwork?
- (b) Describe **two** characteristics of an effective team member.
- (c) How can a team of students ensure they successfully complete an activity?
- (d) Describe **three** ways a team could evaluate its group performance.

**Q.4****Pages 27 to 29**

*Participation in LCVP provides valuable knowledge of the world of work.*

- (a) Outline **two** non-financial benefits of employment.
- (b) Give **two** reasons why an employee needs a clearly defined role in the workplace.
- (c) Describe **four** benefits to an employee of being a member of a trade union.
- (d) Discuss **three** benefits to employees and employers when a business complies with Health and Safety regulations.

**Q.5****Pages 30 to 32**

*Learning about your local area.*

- (a) List **four** sources of employment in your local area.
- (b) Identify and explain **two** principal economic activities in your area.
- (c) What is the value of completing a 'My Own Place' investigation? Give **four** reasons for your answer.
- (d) What challenges might your local area face over the next five years? How might these be overcome?

**Q.6****Pages 33 to 35**

*Voluntary organisations enhance the communities they operate in.*

- (a) (i) Name **two** voluntary organisations that provide a service in your area.  
(ii) State **two** sources of funding for voluntary organisations.
- (b) Explain how a voluntary organisation differs from a commercial business.
- (c) Write the email you would send to a local voluntary organisation when seeking volunteer work.
- (d) Describe in detail **three** challenges for a new voluntary organisation setting up in your area.

**Q.7****Pages 36 to 38**

*A rigorous recruitment process is essential to select the right candidate for the job.*

- (a) Why are job applicants asked to submit references or to name referees on their CV?
- (b) List **four** pieces of advice you would give to a friend when filling out a job application form.
- (c) Describe **four** ways you would prepare for a job interview, stating why in each case.
- (d) (i) What preparation should an interviewer do prior to an interview?  
(ii) Why is it necessary for an interviewer to have good interviewing skills?

**Q.1**

**25 marks**

*A fashion show is an example of an LCVP enterprise activity to raise funds for a local charity.*

**(a)** Name **four** items for the agenda of the first meeting to be held to plan the fashion show.

**(4 marks)**


**(b)** Outline why planning is important in setting up and running this enterprise activity.

**(4 marks)**






**Q.2**

**25 marks**

*A career investigation is useful when making a choice about your future career.*

- (a)** **(i)** Name the career you would like to investigate.  
**(ii)** Outline **three** duties that would be involved in the above named career.

**(4 marks)**


- (b)** Describe an out-of-school learning experience you could undertake to help you choose your future career. **(4 marks)**






**Q.3**

**25 marks**

*Teamwork plays a vital role in the majority of LCVP activities.*

**(a)** What is your understanding of teamwork?

**(4 marks)**


**(b)** Describe **two** characteristics of an effective team member.

**(4 marks)**






**Q.4**

**25 marks**

*Participation in LCVP provides valuable knowledge of the world of work.*

**(a)** Outline **two** non-financial benefits of employment.

**(4 marks)**


**(b)** Give **two** reasons why an employee needs a clearly defined role in the workplace.

**(4 marks)**






**Q.5**

**25 marks**

*Learning about your local area.*

**(a)** List **four** sources of employment in your local area.

**(4 marks)**


**(b)** Identify and explain **two** principal economic activities in your area.

**(4 marks)**






**Q.6**

**25 marks**

*Voluntary organisations enhance the communities they operate in.*

- (a)** **(i)** Name **two** voluntary organisations that provide a service in your area.  
**(ii)** State **two** sources of funding for voluntary organisations.

**(4 marks)**


- (b)** Explain how a voluntary organisation differs from a commercial business.

**(4 marks)**






**Q.7**

**25 marks**

*A rigorous recruitment process is essential to select the right candidate for the job.*

**(a)** Why are job applicants asked to submit references or to name referees on their CV?

**(4 marks)**


**(b)** List **four** pieces of advice you would give to a friend when filling out a job application form.

**(4 marks)**








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Leaving Certificate Vocational Programme – Common Level

## Link Modules Examination

Wednesday 4 May

Morning 10:00 - 12:30