



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

**Leaving Certificate 2023**

**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.

The procedure for marking consists of:

- Careful reading and analysis of all the responses
- Allocation of marks to the components according to the agreed scheme.

**Section A****Audio Visual****30 marks****Q.1****What is the title of the job that Molly is interested in?**

Quantity Surveyor

**1 mark****Q.2****List the methods of research that Molly used.****Two** valid methods**2 marks (2x1)**

1. Online careers portal
2. Interviewed her uncle
3. Talked to her Careers Guidance teacher
4. Looking up prospectus

**Q.3****What did Molly learn about the career while completing her career investigation?****Three** valid answers**3 marks (3x1)**

1. Hours
2. Salary/Pay
3. Duties of the work
4. Negotiating costs
5. Promotion opportunities
6. Travel

**Q.4****Why did Odhran think that Molly's email was well written?****2 marks (2x1)**

1. Good layout/structure to her email
2. Introduces herself/provides context
3. Gets to the point quickly
4. Content - suitability/availability/follow-up request/previous experience
5. Contact details provided

**Q.5****Why does Odhran believe Molly is a suitable candidate for work experience at Meitheal Ltd?****4 marks 2@2 (1+1)**

1. Volunteers regularly with homeless charity/suits the companies' ethos
2. Safe pass completed during TY/ allows her to go onto building sites
3. References given to contact/ can check suitability for the work experience
4. Investigated this career and knows what is involved so he knows she wants to learn about the job

**Q.6****How will Odhran ensure that Molly's work placement is meaningful?****Give reasons for your answers.***Award 6 marks to all candidates due to the incorrect positioning of this question under the heading for Part 2 rather than for Part 3.***6 marks****Three valid reasons****2 x 3 marks (0/3)**

1. Sending on Job spec/ Job description/what the work involves
2. Schedule for the week
3. Training given in a variety of tasks
4. Health and safety/PPE
5. Respecting employment legislation/no discrimination/treat the student as a full-time employee
6. Appoints a mentor to answer any questions she has/ provides feedback
7. Time to interview people in the job/gather information on career path
8. Provide a variety of tasks to broaden the experience

**Q.7****Explain two reasons why interpersonal skills are so important in the workplace.****6 marks****2 x 3 marks (1 +1 + 1)****Two valid reasons**

1. Clients - Core part of the job when meeting clients so they will listen to your feedback  
Being able to negotiate and offer alternatives if something is not in budget is a big part of the job
2. Co Workers – as part of a team clear communication is essential so everyone is on the same page/problems can be aired and resolved quickly

Any relevant stakeholder in the work place

**Q.8****How does Meitheal Ltd benefit from a diverse workforce?****6 marks****Three valid answers/no repetition of expansions****3 x 2 marks (1+1)****State + benefit**

1. Attract good workers who will stay with the company/reduces cost of training staff/less employee turnover
2. People from different backgrounds will have a different outlook and viewpoint/aids decision making
3. Employees share/learn from each other/ new up-to-date techniques and approaches/learn new skills/mentoring/languages /company providing the best possible service to its customers
4. Reputation could improve and benefit a business/Competitive advantage/better public image
5. Happier employees/more creative/more productive
6. Greater understanding of customers/improved customer satisfaction/customers will recommend the business to other potential customers
7. Different work attitudes will have a positive effect on others/ attract new customers

**Section B****Case Study****30 marks**

**Q.1** Explain **three** benefits the refugees may bring to the town of Ballyfert.

**Three** valid points

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

1. Increase in population will benefit local schools/ other services
2. Spending in the local economy/spin off effects for local businesses
3. Multicultural/Diverse community/creating a more vibrant town
4. Increased social activity for the town / more vibrant clubs and society
5. Festival/showcase food/increase tourism
6. Employment/diverse workforce/broader talent pool/employment supporting refugees/Boosts the working age population/fills skills gap
7. Improves community spirit/tidy towns/restoration of buildings etc.

**Q.2 (i) Identify three ways to promote volunteering in the community.**

**Three** valid points

**3 x 1 mark**

1. Word of mouth
2. Social media e.g. Instagram
3. Notices in shops/Local newspapers/Parish church bulletins/Flyers
4. Radio
5. Websites
6. Celebrity endorsement
7. Talks/information sessions
8. Visits to local schools
9. Stands
10. Community group

**(ii) Outline the advantages and the disadvantages of remote working for an employee.**

**Three** valid points- no repetition of points

**6 marks**

Must have **one** advantage and **one** disadvantage and one other

**3 x 2 marks (1 +**

**1)**

**Advantages**

1. Less time commuting
2. Better work life balance/spend more time with family/wear comfortable clothes
3. More time to engage in exercise/mindfulness/hobbies/eat healthier
4. Cost savings/travel cost/lunch/child care
5. Flexibility due to availability of working from anywhere/may choose their own working hours
6. Less exposure to illness/time to recover from illness/less sick days
7. May be able to buy their own home due to ability of purchasing in an affordable area
8. More productive/fewer disruptions/Better creativity when workers are relaxed and under less pressure
9. May be able to create your own custom-built work environment/ good ergonomic
10. Avoid office politics/employees are happier/better morale

**Disadvantages**

1. Cost of Power (light, heat, charging of equipment)
2. Overworked employee/ no breaks/out of hours contact/available 24/7
3. Unhappy employee due to isolation/no help/disconnection from fellow employees
4. Lack of control/poor connectivity to broadband/have to sort out technology yourself
5. Distractions at home which they would not have at work
6. Increased need for online meetings due to lack of informal in-house meeting
7. Bad for your health/ posture/eye strain/too much screen time

**Q.3**

**(i) Identify two different types of research that may have been used by the Community Development Committee and give an example of each. Give an advantage of each method.**

**2 x 3 mark (1+1+1)  
1m for type  
1m for example  
1m for advantage**

<b>Primary/Field</b>	<b>Secondary/Desk</b>
1. Survey/questionnaire	1. Publications/census
2. Face to face interviews	2. Internet
3. Focus groups	3. Case studies
4. Suggestion boxes	4. Press releases
5. Visit to other locations/observation	etc.
6. Telephone interviews	
7. Postal surveys	

Any relevant advantage – no repetition

**(ii) The committee had a lot of work to do to get their plans up and running. Describe three key areas, other than those mentioned in the case study, that the committee would have considered.**

**Three valid areas**

**3 x 2 (1 + 1) mark  
No marks for headings**

1. Costs – to know how much is needed to set up/budgeting/cash flow forecast/price to charge
2. Funding – sources of finance/loans/grants
3. Advertising
4. Legalities – zoning issues, planning permission, safety statement, employee contracts, business formation/Insurance/Health and Safety

5. Location/ Availability of land/building/approach local property owner
6. Staffing/Personnel/HR - how many people will be required to run the facility/classes etc.
7. Infrastructure/facilities – road and public transport/car parking/provision of housing, shops, schools, financial services, environmental, recreation and cultural facilities

**(iii) Why in your opinion was it important for the Community Development Committee to hold a public meeting? Justify your answer.**

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

**Statement & two expansions**

1. To inform locals of the CDC plans/its existence/the hub/information sharing/create awareness of an issue or of a proposal/potential impact
2. Allows for public discussion/chance for participants to voice concerns/get clarification/address concerns/issues/ explore alternative solutions and build consensus
3. Get ideas from the local community/Brainstorm
4. Get volunteers/assess to the different skill sets in the community
5. Ownership by all/builds a feeling of community/more likely to support the plan
6. To try get funding/sponsorship/donations from local people / business

**Q.1 Entrepreneurs can encourage the economy to grow and expand.****(a) Outline two characteristics of an entrepreneur.****2 x 2 marks (1+1)****Name & Explain**

1. Risk- taker - willing to take a chance even if there is a risk of failure; personal risk (damage to reputation/self - esteem if business fails); financial risk (losing money invested in business)
2. Innovative – creative; able to come up with new ideas; think outside the box; inventive
3. Hardworking – willing to put in lots of time and effort to make the business a success
4. Communicator – can talk to others; listen to staff etc.; get his/her point across so action is taken
5. Future focused – thinking about the future of the business; future plans for the business; setting goals and ways to achieve them
6. Motivated – willing to make the business successful; a drive to achieve
7. Determined – having reached a decision he/she are resolved to complete it
8. Decisive – can weigh up a situation (pros and cons) and come up with the best solution for the business; is resolute about decisions; can make decisions in a timely manner so as to not miss out on opportunities
9. Self-confident - belief in him/herself and his/her ability to make the business successful; confidence in the product/service offered

**List is not exhaustive****(b) Describe the supports available to start-up businesses from a Local Enterprise Office (LEO).****3 x 2 marks (1 + 1)****Three valid supports**

1. Mentoring services
2. Gives advice
3. Start your own business course/management development courses
4. Provide training courses/ bookkeeping / H&S/ IT etc.
5. Grants for feasibility studies
6. Capital grants for business start-up/business expansion/ trading online voucher

**(c) Outline the benefits that entrepreneurs can bring to the local economy.****No repetitions of expansions****6 marks****3 x 2 marks (1+1)**

1. Employment/ Improved standard of living
2. Tax Revenue – e.g. commercial rates
3. Improves local economy/community spirit
4. Competition/Greater choice of goods and services
5. Spin-off business- e.g. construction of housing for employees

6. Encourage an enterprise culture – encourage others to set up businesses
7. Sponsorship of local teams, events/invest in community projects
8. Preparation for employment/work experience
9. May lead to improved infrastructure in local area
10. Provides a product or service to the local community

**(d) Assess the implications the withdrawal of the United Kingdom from the European Union (Brexit) has for businesses and consumers in Ireland.**

**9 marks**

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

**One point on business**

**One point on consumers**

**One other point**

**No repetitions**

### **Business**

1. Ireland's largest import/export market has left the EU, some Irish companies have lost customers
2. Customs duties and tariffs which has led to higher import/export costs
3. Delays in supply chain/have to source products elsewhere which can be more expensive
4. Border checks on goods and extra paperwork and permits/ delays
5. Company and consumer laws are different in the UK
6. Irish businesses importing/exporting into and out of the UK need to register for custom duties
7. Irish businesses have less competition with UK firms/ people are shopping locally/increase in sales/profit

### **Consumers**

1. Costs more to purchase goods from the UK due to customs duties and VAT
2. Takes longer for the goods to arrive as they have to go through customs security checks
3. Less choice of goods available to the Irish consumer as UK companies do not want to deal with the paperwork involved
4. Mobile phone roaming charges for Irish customers travelling to the UK are no longer guaranteed
5. Importing Cars from the UK has become much more expensive due to much higher VRT payments
6. Delivery/shipping costs more expensive/more likely to buy an EU product

**Q.2** *Your LCVP class has been asked to organise a careers exhibition for the senior students in your school.*

**(a)** **A committee has been set up to organise the exhibition. Explain two duties of the secretary of a committee.** **4 marks**

**Two** valid duties **2 x 2 (1 + 1)**  
**marks**

1. Draws up and sends out the notice and agenda for a meeting with the chairperson
2. Organises the venue, resources (laptop), refreshments
3. Takes notes at the meeting and writes up the minutes/record attendees
4. Reads out the minutes at the start of the meeting
5. Deals with all correspondence
6. Keeps a file of all past and present meetings and reports
7. Keeps a record of all the members

**(b)** **Identify the skills of a good secretary, explaining why these skills are important.**

**6 marks**

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

1. Organisational skills – organises the venue/equipment etc., send notice and agenda
2. IT skills – emails etc.
3. Planning skills – planning for AGM etc.
4. Communication skills – liaise with chairperson re organizing meeting
5. Listening skills for writing up accurate minutes
6. Writing skills – writing up minutes/composing emails
7. Time Management skills – ensure meeting organised on time and minutes completed for next meeting
8. Interpersonal skills
9. Confidentiality – Tact/discretion/diplomacy  
Etc.

**(c)** **Discuss three benefits of working as a team when organising the exhibition.**

**6 marks**

**Three** benefits explained **3 x 2 marks (1+1)**

1. Work is shared/job gets done quicker/better quality work
2. You have students with different skills which make the exhibition more successful
3. Variety of ideas/ easier to solve problems quicker/better decisions made
4. The Exhibition is run well when students are happier and working well together with students who have a common interest/makes new friendships
5. In case of absenteeism of another student it is easier to take over as you have been working closely together
6. No one person has too much responsibility/is under too much pressure/everyone takes ownership of the parts of the task they are responsible for/no duplication of roles
7. Skills learned

**(d) Forming is the first stage in the process of creating a team (group dynamics). Describe three other stages of group development.**

**3 x 3 marks**

**(1+1+1)**

**Name & Explain**

Storming – as team members get to know each other a bit better, conflict occurs. Arguments arise as strong personalities emerge within the team. Rows/disagreement/disputes occur when team members try to establish themselves and their position on the team/leadership needed at this stage

Norming – Team members resolve their conflicts, reach a consensus and start working together. They agree on ground rules and procedures and start working together. They focus more on the task. They start to trust each other.

Performing – Team members pull together as one and focus on getting the job done. They cooperate with each other and work together as a unit. There is a strong sense of unity on the team/ goals are achieved

**Q.3 Technology has enabled the online market to flourish.**

**(a) State four areas where Information and Communication Technology (ICT) is used by a business. 4 marks**

**Any four valid areas 4 x 1 mark**

1. Research -Internet/website/online uses
  2. Marketing- Social media
  3. Written Communication- Email
  4. Documents- Word processing
  5. Filing- Database
  6. Finance- Spreadsheets
  7. Design- CAD/CAM
  8. Video conferencing/calls/remote working for staff/zoom/teams
  9. Online shopping
  10. Payments/money transfers/banking
  11. Provide free Wi-Fi to attract customers
- List is not exhaustive

**(b) Outline three challenges a business may face when moving into online sales.**

**6 marks**

**Three challenges outlined**

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

1. Cost of purchasing hardware/software - finance
2. Staffing / lack of skills/upskilling
3. Maintenance of hardware/software/website
4. Cyber & Data Security.
5. Competition from other businesses selling online
6. Shipping logistics/costs
7. Product Return & Refund Policies
8. Website design – user friendly/App development
9. Securing online sales/processing payments
10. Online Identity verification
11. Availability of broadband
12. Extra expenses- packaging /storage/equipment/warehousing/space
13. Customer loyalty
14. Cross border tariffs
15. Changing a shopper into a paying customer
16. Showing sustainability/carbon footprint/impact on the environment

**(c) Identify and explain the benefits to a business of having a social media presence.**

**6 marks**

**Three valid points**

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

1. Faster, easier communication with customers/customers can contact customer service faster and easier/can respond to customer's complaints/queries in real time
2. Increased sales and profit /attract new customers
3. Using an influencer who has a lot of followers can increase awareness of your business/affiliated links etc.
4. Social media platforms connect potential customers to the businesses website where they can book/purchase/read customer reviews
5. A business can show off their brand/building brand awareness/ humanising their brand
6. Social media helps you keep an eye on your competitors: prices/services/products
7. Networking and partnerships can lead to business opportunities/attract investors
8. Keeps a business relevant/up to date in the modern business world

No repetition of expansions

**(d) A business has received negative reviews online. What can the business do to improve its online reputation?**

**9 marks**

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

1. Employ a dedicated person to deal with the business's online platforms
2. Have good customer service/after sales service/listen to the issue and fix problem promptly/  
Listen to customers and make genuine improvements to a customer's experience
3. Variety of services offered/be adaptable/convenient opening hours/deliveries on time
4. Market research/plan ahead/anticipate changes in demand/have stock available/customer tastes
5. Price the product or service competitively/keep an eye on competitors
6. Use social media/influencers/advertising campaign/ tag your business/ Blog regularly/live shows
7. Check current reviews to understand what people are saying about your business/builds awareness of your product/service/have an online review strategy to respond promptly and openly to all reviews/encourage satisfied customers to leave a review
8. Give back to charity by donating some of the profit from your sales

**Q.4 A business requires many elements to be successful.**

**(a) Why is it important for a business to plan for the future?**

**4 marks**

**Two** valid reasons

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

1. To foresee and anticipate future trends/changes in consumer tastes/problems
2. It allows you set realistic aims/ objectives/goals/targets which are achievable
3. You can review existing position and see if any changes are needed/make decisions
4. You are aware of financial requirements and a plan is needed if applying for a loan or grant/ attract investors
5. You can draw up budgets and limit spending/finance resources in the future
6. To keep ahead of the competition.
7. Carry out a SWOT analysis to help the business to identify their Strength, Weaknesses, Opportunity and Threats
8. Plan for resources needed e.g. staff

**(b) Consider the location of a business in your local area. Outline two reasons why it is located there.**

**4 marks**

**Two** valid reasons

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

1. Close to markets/availability of raw materials/customers/accessible.
2. Premises was available, tradition, there a long time/industrial estate/ cost of premises
3. Availability of suitable workforce
4. Legal/Environmental issues
5. Economic reasons/grant for being in a Business Centre/rural area.
6. Infrastructure/close to good roads/parking/transport links/ Wi-Fi speeds

**(c) Apply the marketing mix (Product, Price, Promotion, and Place) to a business enterprise that you are familiar with.**

**8 marks**

**Four P's named and applied**

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

**4 P's Marketing Mix**

**No marks for headings**

1. Product/service description
2. Price
3. Place
4. Promotion

**2 valid applications for each of the 4 Ps**

**1. Product/service**

Name of product

USP

Description

Packaging

Quality

Good design

## 2. Price

Pricing/price strategy/Premium penetration/skimming/high price strategy/low price

You will be able to sell at a price which customers are willing to pay

You can cover your costs (raw materials/staff) as well as make a profit

Be in line with competitors

## 3. Place

Where to sell your product

Channels of distribution – how the product gets to market/

wholesalers/retailer/internet/telesales

Logistics/transportation of product

## 4. Promotion

Advertise the product/target market

Sales promotion

Personal selling

Public Relations – sponsorship/celebrity endorsement/influencer/giving back to local community

**(d) Explain three methods a business may use to evaluate its success. Give reasons why the business may have chosen these methods.**

**9 marks**

**Three methods explained**

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

**No repetition of reasons**

**1 for Method**

**1 for Explanation of Method**

**1 for reason of choosing Method**

1. Profits/turnover/sales - increased from previous years. Meeting targeted profits/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/achieving aims

**Q.5** *The workplace and its environment are constantly changing and evolving.*

**(a) Identify two differences between work and school.**

**4 marks**

**Two** differences outlined

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

1. Longer hours in work than school
2. Work is more practical/different skills needed
3. More day to day variety in work than school
4. More teamwork in work than school
5. Different demands - work requires commitment to a time plan/school is a choice
6. Bad grades in school versus getting fired
7. Remuneration/paid for work, not for school
8. Technology more up to date in the workplace
9. Promotion available
10. Uniform
11. More holidays
- Etc.

**(b) What can unemployed people do to help themselves to return to the workplace?**

**6 marks**

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

1. Retrain to get the necessary skills / qualifications
2. Train or Upskill
3. Set up your own business
4. Volunteer to get experience/work experience
5. Work on their CV to bring it up to date
6. Network with personal contacts
7. Attend meeting with recruitment agency
8. Attend meeting with government agency
9. Update their profile on LinkedIn
10. Meet their own physical needs/well being
11. Send CV, personally contact the business/apply to jobs
12. Emigrate
13. Career coach
14. Dress or proper attire/presentation for an interview

**(c)**

**(i) Describe what a contract of employment is. 3 marks (1 + 1 + 1)**

A legally binding agreement (a written statement) (1) between the employer and the employee (1) detailing the terms and conditions of the employment (1)

**(ii) List the key areas included in a contract of employment 3 marks**

**3 x 1 marks**

1. Employer and Employee Name and address
2. Title of job/description of work
3. Start date/duration of contract
4. Remuneration including pay, overtime, bonus, commission
5. Hours of work including start and finish times
6. Probationary period
7. Holiday entitlements
8. Sick pay/sick leave entitlements
9. Notice to be given of termination of employment
10. Dismissal procedures
11. Pension details
12. Employer/Employee signature
13. Statutory leave e.g. Maternity/paternity leave

**(d) Many employers are having problems recruiting employees. What can an employer do to attract potential employees to their organisation? Explain your answers.**

**9 marks**

**3 answers**

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

**Statement & 2 expansions**

1. Attractive remuneration/pay
2. Rewards/Good bonuses/share options/health insurance/accommodation/company car/fuel card
3. Good working conditions/healthy work environment
4. Flexible working hours/4 day working week
5. Holidays
6. Training / upskilling of existing staff to fill in house positions
7. Promotion Prospects
8. Opportunities to travel
9. Advertise the positions available
10. recruit from abroad
11. Head hunt
12. Offer incentivised work experience/funded courses to 3<sup>rd</sup> level students
13. Wellbeing, gym, subsidised canteen, therapists, free food, Yoga sessions
14. Allow people to work from home
15. Having a diverse/ inclusive work force

**Q.6** *The visit out and visit in activities in Link Modules provide many learning opportunities.*

- (a) Name two Leaving Certificate subjects you are studying and outline how both would be useful in helping you to understand the operation of a business.

4 marks

2 x 2 marks (1 + 1)

1m for subject, 1m for operation of business

Two subjects named (1 +1)

How the subject was useful in understanding the operation of the business (1+1)

- (b) Explain three skills you learned/improved as a result of planning your visit out/visit in.

6 marks

3 x 2 marks (1 + 1)

1m for skill, 1m for expansion

1. Communication
2. Organisation
3. Planning
4. Teamwork
5. Interpersonal
6. Financial skills
7. Research skills

List is not exhaustive

- (c) Why do organisations/businesses encourage visits out/visits in from schools?

6 marks

3 x 2 marks (1 + 1)

Statement and Expansion

1. Inform the community about their organisation
2. To improve their image/enhance reputation
3. Give back to the community/part of their CSR strategy
4. Identify future employees
5. Attract customers/increase sales

- (d) State and explain reasons why your class should evaluate the visit out/visit in.

9 marks

3 x 3 marks (1 + 1+ 1)

1. Was the visit a success/were the aims met/did everything go according to plan
2. Skills learned/improved
3. Recommendations for improvement/what would you do better
4. How they worked as a team
5. To be able to write a good quality summary report
6. See if you would recommend it to future groups

**Q.7 Corporate Social Responsibility plays an invaluable role in society.**

**(a) Explain the term Corporate Social Responsibility (CSR).**

**4 marks**

**4 statements at 1 mark each**

CSR stands for Corporate Social Responsibility. It means that companies try to do good things for people and the planet.

They think about how their actions affect their employees, customers, communities, and the environment. It is not about making money but also about being responsible and making a positive impact on society. This includes things like being environmentally friendly, helping others, and being fair in how they do business.

**(b) Identify an enterprise that has an active CSR policy and explain how this policy impacts on the stakeholders (e.g. employees, suppliers etc.) of this enterprise.**

**7 marks**

**1m for enterprise e.g. Fast food restaurant  
3 X 2 marks (1 + 1) impacts on stakeholders  
Statement & expansion**

Customers – More fruit and vegetables on their menu/less salt/low fat dairy/calorie count given

Employees – Training/apprenticeships/promotion of diversity/gender equality/ageism

Suppliers – Human rights/Ethical practices/Carbon footprint/Sustainable resources/production

Community - Charities/ disaster relief/ donations /sponsorship

Environment - Waste reduction/recycling/electric vehicles

Government – Pay taxes on time/ providing employment

Shareholders – receive higher dividend

**(c) Describe the benefits to employers who focus on employee wellbeing.**

**6 marks**

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

**1m for statement**

**1m for expansion**

1. Increases profits for the employer
2. Builds and helps sustain high employee morale – Happier employees/content/positive atmosphere
3. Less conflict/better industrial relations
4. Improves productivity/engagement
5. Improves employee health/Decrease in employee absenteeism/less sick pay/less pay to cover absent employee
6. Low employee turnover/higher retention rates/loyal to business/expertise remains/continuity with clients and customers
7. Improves employee recruitment/higher calibre of people applying for jobs/better image/stronger brand/reputation

**(d) Modern businesses strive to be inclusive of all. Outline four examples of actions an employer can take to ensure an inclusive workplace for all.**

**8 marks**

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

Statement and expansion

Any relevant example that supports a workplace where employees feel respected and included.

Suggested Examples (list not exhaustive)

1. Teach what inclusivity means/training programs
  2. Manage bias/favoritism/don't discriminate
  3. Pay equity
  4. Mix up teams
  5. Wheel chair accessibility
  6. Acknowledge different cultural holidays
  7. Multilingual signage
  8. Fair praise/recognition for work completed
  9. Inviting or involving employees in decisions being made
  10. Areas for new mothers to breastfeed
  11. Workplace crèche
  12. New Employees welcomed/induction given
  13. Offer work placements to individuals from the national learning network
- Etc.





