

WARNING

This Question Paper **MUST** be returned with your answerbook at the end of the examination: otherwise marks will be lost.

Write your
Examination
Number here



Coimisiún na Scrúduithe Stáit State Examinations Commission

LEAVING CERTIFICATE EXAMINATION, 2003

Business – Higher Level (400 MARKS)

WEDNESDAY 11TH JUNE – MORNING, 9.30 am to 12.30 pm

CANDIDATES ARE REQUIRED TO ANSWER:

- (A) **Eight** questions from Section 1
AND
- (B) **The Applied Business Question in Section 2**
AND
- (C) **Four** questions from Section 3 as follows:
One question from Part 1,
two questions from Part 2
and **one** other question from either Part 1
or Part 2.
All questions carry equal marks.

Q.	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
Total	

Please note allocation of marks per question.
Calculators may be used.

Remember to return this examination paper with the answerbook you use for answering Sections 2 and 3.

Leaving Certificate Examination 2003

Business – Higher Level

SECTION 1 – SHORT ANSWER QUESTIONS (80 marks)

This section is compulsory. Answer eight questions. Each question carries 10 marks. Remember to return this Examination Paper with your answerbook.

1. Explain the term Service Industry

2. Distinguish between a P45 and a P60

(i) _____

(ii) _____

3. Draft and Label a typical Organisational Structure for an organisation of your choice.

4. Complete this sentence:
Empowerment helps a business to:

5. Column 1 is a list of Business terms. Column 2 is a list of possible explanations for the terms. Match the two lists by placing the letter of the correct explanation beside the relevant number below. One explanation has no match.

Column 1: Terms	Column 2: Explanations
1. Planning	(a) An original model from which subsequent copies are made or developed.
2. Proactive	(b) A written application for insurance, outlining the cover required and including all facts.
3. Proposal Form	(c) Putting a value on employee's work and often relating this to the level of salary and other rewards.
4. Performance Appraisal	(d) The selection of organisational goals for the future and the finding of ways to achieve them.
5. Prototype	(e) A document sent to the tax office by the employer, on behalf of each employee, before the tax year begins.
	(f) Taking positive steps to achieve objectives rather than waiting for things to happen.

1		2		3		4		5	
---	--	---	--	---	--	---	--	---	--

6. Name **three** types of Control in business.

7. Distinguish between Grants and Subsidies.

8. Illustrate your understanding of the term 'Indigenous Firm'

9. Define Inflation:

10. Draft a Bar Chart from the following data:

<u>Cost Category</u>	<u>%</u>
Marketing	10
Transport	20
Raw Materials	25
Labour	30
Expenses	15



REMEMBER TO RETURN THIS EXAMINATION PAPER WITH YOUR ANSWERBOOK.

SECTION 2

(80 Marks)

This is a compulsory question.

Applied Business Question.

Clí-He Ltd.

Clí-He is a new brand name in the childrens' toys and games business. The name is also that of a new business venture that Clodagh has recently established. An engineering graduate with a flair for design, she has, to her credit, won two innovation awards for product development in recent years. Clodagh sees a bright future for a business with original ideas in the growing childrens' leisure business. The challenges of setting up a new business venture however are very significant, especially where to find the necessary resources and expertise.

Clodagh plans to market the *Clí-He* brand to a niche segment of the 'green' market. This niche market is made up of environmentally conscious consumers, with high disposable income who have young families. The price of *Clí-He* products will reflect this environmental premium but the price range will not, however, be as high as its competitors' products.

Clodagh plans that the business will be environmentally conscious in all its production methods and will use raw materials that are sensitive to the environment. Its marketing will make this green image clear to customers. The Irish base for this new business start-up has been agreed with Enterprise Ireland. Future plans include marketing its products into Europe, the United States of America and other parts of the world through the use of the Internet. Clodagh feels that on-line trading is the way of the future and is a suitable way to market her new product range to the target market.

- (A) Analyse **one** short term and **one** long term source of finance available for the *Clí-He* start up. (30 marks)
- (B) Describe how Clodagh can ensure that *Clí-He* is an environmentally conscious company. (30 marks)
- (C) Discuss the challenges facing *Clí-He* in developing markets abroad. Refer to the above text in your response. (20 marks)

(80 marks)

SECTION 3 (240 Marks)

Answer four questions from Section 3 as follows:

One question from Part 1, two questions from Part 2 and one other question from either Part 1 or Part 2. All questions carry equal marks.

Part 1 People in Business / Business Environment

People in Business

Question 1

- (A) Illustrate the role of Interest Groups in business. (10 marks)
- (B) Explain, using examples where appropriate, the essential elements of a valid contract. (30 marks)
- (C) Describe what is meant by *Discrimination* as set out under the terms of the Employment Equality Act 1998. List five distinct grounds under which discrimination is outlawed under the Act. (20 marks)
- (60 marks)**

Domestic/International Environment

Question 2

<p><i>Business and community activities and structures must change and adapt to meet new challenges. The planned interaction between business, the local community, government agencies and society is the foundation on which the success of all sectors is based.</i></p>

- (A) Contrast Business Alliances and Franchising as different types of business organisations. Use examples to illustrate your answer. (30 marks)
- (B) (i) Define Community Development. (10 marks)
- (ii) Analyse how local communities and local businesses can benefit from each other's presence in an area. Use an example **in each case** to illustrate your answer. (20 marks)
- (60 marks)**

Domestic/International Environment

Question 3

The establishment of the EU has created, for all member states, common commercial policies, an area without internal frontiers and it has promoted economic and social progress throughout Europe.

- (A) Evaluate the significance of the Single European Market for Irish Business. (40 marks)
- (B) Illustrate with a relevant example the impact of a European Union policy on Economic activity in Ireland. (20 marks)

(60 marks)

REMEMBER TO RETURN THIS EXAMINATION PAPER WITH YOUR ANSWERBOOK.

SECTION 3

Part 2

Enterprise

Managing

Question 4

The development of enterprise skills and Entrepreneurship is enjoying a great deal of attention not only in Ireland but also in countries worldwide at present. Enterprise is seen to apply to all types of organisations, small, large, local and international.

- (A) Describe your understanding of the term entrepreneurship. (10 marks)
- (B) Identify the personal characteristics normally associated with entrepreneurial business people. (20 marks)
- (C) Illustrate how entrepreneurial skills might be used to enhance **either**
- (i) The local community
- or**
- (ii) A Government Department (30 marks)
- (60 marks)**

Managing

Question 5

Managers are said to take on a wide range of roles in pursuing the objectives of an organisation. They are accountable for the work of others as well as their own work and they work with, and through, other people at all levels in the organisation.

Evaluate, in the above context, the Management Skills of:

- (i) Leading
- (ii) Motivating and
- (iii) Communicating.

(60 marks)

Business in Action

Question 6

The Human Resources Manager (HRM) seeks to ensure that the workforce contribute effectively to an organisation's goals.

- (A) Outline the functions of a Human Resource Manager (25 marks)
 - (B) Discuss the benefits of teamwork in a business organisation. (20 marks)
 - (C) Explain **five** different methods of reward for employees in a business organisation. (15 marks)
- (60 marks)**

Business in Action

Question 7

- (A) Illustrate **two** internal and **two** external sources of new product or service ideas. (25 marks)
- (B) *If the Marketing Mix is to succeed, it must be based on customer needs and must support the required image for a particular product or service.*

Analyse, for a product or service of your choice, the elements of the marketing mix. (35 marks)

(60 marks)

REMEMBER TO RETURN THIS EXAMINATION PAPER WITH YOUR ANSWERBOOK.

Blank Page

Blank Page

Blank Page