2021.M91

2021L462C1EL

Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Vocational Programme 2021

Link Modules Examination

Common Level

Saturday 8 May Morning 10:00 – 12:30

Examination Number

Day and Month of Birth

For example, 3rd February is entered as 0302

Centre Stamp

The 2021 examination papers were adjusted to compensate for disruptions to learning due to COVID-19. This examination paper does not necessarily reflect the same structure and format as the examination papers of past or subsequent years.

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.

Section A	Audio Visual	30 marks

- You will have **three** minutes to read the questions in Section A.
- You will be shown a DVD with interviewing for a job as the theme.
- You will see the DVD **three** times.
  - The first showing will include the whole sequence.
  - It will then be shown in **three** parts. After each part is shown, you will be given time to write your answers in the appropriate section of the answer book.
  - You will then see the entire DVD sequence again.

Answer all **eight** questions on the pages that follow. This page may be used for notes.

Part 1

Q.1 Name **one** way a job may be advertised. **(1 mark)**

Q.2 What preparation did Mark do for this interview? **(2 marks)**

Q.3 What preparation did Kate do for this Zoom interview? **(3 marks)**

Part 2

Q.4 Why would Mark prefer the hotel trainee program to a college course as his chosen career path? Give **two** reasons. **(2 marks)**

Q.5 Describe how Mark's research benefited him in the interview. **(4 marks)**

Q.6 People are born with qualities but can learn skills.

(i) Name and explain **one** skill and **one** quality that Mark shows in his interview.
(ii) Which of these might be more important to Kate for this particular job?
Give **one** reason for your answer. **(6 marks)**

Part 3

Q.7 Why is it important for a hotel employee to be able to handle a conflict situation?

(6 marks)

Q.8 **(i)** Why is a scoring sheet essential when conducting an interview?

(ii) Do you agree with Kate's evaluation that Mark is a very strong candidate for this trainee programme? Give reasons for your answer.

(6 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.

Section B	Case Study	25 marks

Grosvenor Hotel

The Grosvenor Hotel is a small family run business situated in a historic town on the Wild Atlantic Way. The hotel has 45 bedrooms, a function room that can hold up to 200 people, a small dining room and a bar which hosts live music. The hotel employs 40 people, many of the staff are local to the town itself and have worked at the hotel for many years. The hotel supports the local community and economy. During the summer tourist season extra part-time staff are employed in the bar, kitchen and housekeeping sections of the hotel.

Up until recently the Grosvenor Hotel was the only hotel in the town. However, an international chain of hotels has received planning permission to build a state of the art hotel on the outskirts of the town. This hotel will be open for the coming tourist season. It will have 150 bedrooms, a ballroom which can hold up to 300 people, a restaurant and a bar. It will also have a swimming pool, leisure centre and a spa.

The owners of the Grosvenor Hotel are very concerned about the new hotel and the impact it will have on their business. They decided to commission a report from a business consultant who specialises in the travel and tourism sector. He conducted extensive market research to identify their target market and to establish ideas for diversification.

Once the data from the market research was analysed the business consultant met with the owners to discuss the report. He reminded them that while they are a small hotel they can use this as their unique selling point. He outlined some of the positives, for example, the character and history of the hotel, the personal attention the guests receive and the location of the hotel. A number of negative factors were also highlighted; the dated décor in some of the rooms and accessibility for guests with disabilities.

The owners reflected on the report, prioritised a number of the recommendations and drew up a business plan. They realised they needed to invest money in the hotel to bring all the bedrooms up to the same standard. As the hotel is an old Georgian building they have arranged for a visit from the National Disability Authority to advise them on the changes they need to undertake to make it more accessible for people with disabilities.

Rebranding the hotel and creating a new logo was another area that required both attention and investment. The owners decided to update their website and establish a presence on social media. They contacted Fáilte Ireland for advice and assistance with marketing and promoting the hotel. Creating mutually beneficial partnerships with the local community and local businesses was another recommendation from the business consultant. The owners reached out to the local golf club and water sports centre as they realise activity holidays are very popular with tourists. The owners invested their personal savings along with securing a business loan from their local bank to finance the project. With a limited budget and time frame the owners set about safeguarding the future of their hotel.

Answer **all three** questions.

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

(i) Market research
(ii) To invest
(iii) Diversification
(iv) Unique selling point

(6 marks)

Q.2 **(i)** Why is a business plan important when securing finance?

(ii) Set out the marketing section of the business plan used by the owners to secure the bank loan. Use **three** relevant headings.

(9 marks)

Q.3 **(i)** What challenges exist, other than competition, for businesses? How might these challenges be overcome?

(ii) Describe the benefits to the Grosvenor Hotel from the mutually beneficial partnerships with the local community and local businesses.

(10 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.

Section C General Questions 100 marks

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**

Learning about a local business/organisation – visit out/visit in.

(a) Describe how your class would decide on which business/organisation to study.

(b) Outline **three** benefits of teamwork in this LCVP activity.

(c) Describe **four** factors important to the success or failure of a visit out/visit in.

(d) **(i)** List the headings that would be included in a summary report of this activity.
(ii) What is the value of completing a summary report? Give **three** reasons.

Q.2 **Pages 21 to 23**

Work experience/shadowing is an important first step into the world of work.

(a) **(i)** Identify an employer/placement where you would like to do work experience.
(ii) List **two** reasons why you chose this employer to carry out your work experience/shadowing.

(b) Write the email you would send when seeking a work experience/shadowing placement.

(c) Outline **three** legal responsibilities that employers have when employing workers under 18 years of age.

(d) Describe **three** ways the work experience/shadowing placement can help you in school and in your future career.

Q.3 **Pages 24 to 26**

My Own Place develops an understanding of the area you live in.

(a) Name **four** key areas that should be investigated in order to understand the area you live in.

(b) Outline **two** advantages and **two** disadvantages of using a questionnaire as a method of gathering information.

(c) A group in your local area wants to improve facilities for young people. Design the questionnaire this group would use to carry out the research.

(d) Describe the benefits to a community when different organisations come together to work on a project.

Q.4 **Pages 27 to 29**

Ireland has embraced diversity in the workplace.

(a) What is meant by diversity in the workplace?

(b) Explain what is meant by equal opportunities in the workplace.

(c) Outline the advantages for a business that values diversity in the workplace.

(d) Outline the steps an employee can take if they have a dispute in the workplace.

Q.5 **Pages 30 to 32**

Entrepreneurs are essential for the economy.

(a) State **four** methods a business enterprise could use to generate ideas.

(b) Explain how the role of an entrepreneur differs from that of a manager in a business.

(c) Communication skills, time management skills, decision-making skills and creative skills are some of the skills associated with successful entreprenuers. Explain why **three** of these skills are important for entrepreneurs.

(d) **(i)** Why is evaluation important to a business?
(ii) Discuss **three** areas entrepreneurs could look at in order to evaluate their enterprises.

Q.6 **Pages 33 to 35**

Effective leadership is essential for organisations to be successful.

(a) Why do organisations need a leader?

(b) Outline the personal characteristics that make leaders effective.

(c) Describe **four** ways an organisation can ensure its employees remain motivated.

(d) Describe **three** challenges facing an organisation as a result of poor leadership.

Q.7

A business wants to expand into online sales. **Pages 36 to 38**

(a) Give **two** reasons why a business would move to selling online.

(b) Outline the supports available to business owners wishing to develop their business.

(c) State and explain **three** key items that should be included in a funding application when seeking finance for business development.

(d) Describe in detail **three** challenges for a business that wants to move to online sales.

Q.1 **25 marks**

Learning about a local business/organisation – visit out/visit in.

(a) Describe how your class would decide on which business/organisation to study.

(2 marks)

(b) Outline **three** benefits of teamwork in this LCVP activity. **(6 marks)**

(c) Describe **four** factors important to the success or failure of a visit out/visit in.

(8 marks)

(d) **(i)** List the headings that would be included in a summary report of this activity.

(ii) What is the value of completing a summary report? Give **three** reasons.

(9 marks)

Q.2 **25 marks**

Work experience/shadowing is an important first step into the world of work.

(a) **(i)** Identify an employer/placement where you would like to do work experience.

(ii) List **two** reasons why you chose this employer to carry out your work experience/shadowing. **(4 marks)**

(b) Write the email you would send when seeking a work experience/shadowing placement. **(6 marks)**

(c) Outline **three** legal responsibilities that employers have when employing workers under 18 years of age. **(6 marks)**

(d) Describe **three** ways the work experience/shadowing placement can help you in school and in your future career. **(9 marks)**

Q.3 **25 marks**

My Own Place develops an understanding of the area you live in.

(a) Name **four** key areas that should be investigated in order to understand the area you live in. **(4 marks)**

(b) Outline **two** advantages and **two** disadvantages of using a questionnaire as a method of gathering information. **(4 marks)**

(c) A group in your local area wants to improve facilities for young people. Design the questionnaire this group would use to carry out the research. **(8 marks)**

(d) Describe the benefits to a community when different organisations come together to work on a project. **(9 marks)**

Q.4 **25 marks**

Ireland has embraced diversity in the workplace.

(a) What is meant by diversity in the workplace? **(4 marks)**

(b) Explain what is meant by equal opportunities in the workplace.

(4 marks)

(c) Outline the advantages for a business that values diversity in their workplace.

(8 marks)

(d) Outline the steps an employee can take if they have a dispute in the workplace.

(9 marks)

Q.5 **25 marks**

Entrepreneurs are essential for the economy.

(a) State **four** methods a business enterprise could use to generate ideas.

(4 marks)

(b) Explain how the role of an entrepreneur differs from that of a manager in a business.

(6 marks)

(c) Communication skills, time management skills, decision-making skills and creative skills are some of the skills associated with successful entrepreneurs. Explain why **three** of these skills are important for entrepreneurs.

(6 marks)

(d) **(i)** Why is evaluation important to a business?

(ii) Discuss **three** areas entrepreneurs could look at in order to evaluate their enterprises.

(9 marks)

Q.6 **25 marks**

Effective leadership is essential for organisations to be successful.

(a) Why do organisations need a leader? **(4 marks)**

(b) Outline the personal characteristics that make leaders effective.

(4 marks)

(c) Describe **four** ways an organisation can ensure its employees remain motivated.

(8 marks)

(d) Describe **three** challenges facing an organisation as a result of poor leadership.

(9 marks)

Q.7 **25 marks**

A business wants to expand into online sales.

(a) Give **two** reasons why a business would move to selling online.

(4 marks)

(b) Outline the supports available to business owners wishing to develop their business.

(6 marks)

(c) State and explain **three** key items that should be included in a funding application when seeking finance for business development. **(6 marks)**

(d) Describe in detail **three** challenges for a business that wants to move to online sales.

(9 marks)

You may use this page for extra work.

Make sure to label extra work clearly with the question number and part.

Do not write on this page

Copyright notice
This examination paper may contain text or images for which the State Examinations Commission is not the copyright owner, and which may have been adapted, for the purpose of assessment, without the authors' prior consent. This examination paper has been prepared in accordance with Section 53(5) of the Copyright and Related Rights Act, 2000. Any subsequent use for a purpose other than the intended purpose is not authorised. The Commission does not accept liability for any infringement of third-party rights arising from unauthorised distribution or use of this examination paper.

Leaving Certificate Vocational Programme – Common Level

Link Modules Examination

Saturday 8 May

Morning 10:00 – 12:30