2021.M56 V1

2021L033G1EL

Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Examination 2021

Business

Section 1 and Answerbook

Ordinary Level

Thursday 17 June Morning 9:30 – 12:00

300 marks

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

Write your Examination Number and your Day and Month of Birth in the boxes on the front cover.

Write your answers in blue or black pen. You may use pencil for sketches, graphs and diagrams only.

There are two sections in this examination. Questions for **Section 2** are supplied separately but your answers must be written in this Answerbook.

Candidates are required to answer:

(A) **Five** questions from **Section 1**

and

(B) **Three** questions from **Section 2** as follows:
One question from **Part 1**
One question from **Part 2** and
One other question from either **Part 1** or **Part 2**.

All questions in this section carry equal marks.

Please note the allocation of marks per question.

Make and Model of calculator used:

Section 1 Short Answer Questions 75 marks

Answer 5 questions. Each question carries 15 marks.

1. What do the following letters stand for? Write each answer in the space provided.

PIN	
ATM	
APR	

2. Write the word **TRUE** or **FALSE** after each of the following statements.

	Statement	True or False
(i)	A chairperson has a casting vote if a vote is tied at a meeting.	
(ii)	A chairperson sends out the notice and agenda for all meetings.	
(iii)	A secretary takes notes during the meeting and writes up the minutes of the meeting.	
(iv)	A quorum is the minimum number of people who must be present for a meeting to take place.	

3. Choose the appropriate words to complete the sentence. (One word does not apply).

Strategy **Demographics** **Segmentation**

Market _____ involves dividing up the market using different methods such as _____, which then provides analysis of consumers based on age, gender etc. This is done to identify the brand's target market.

4. Match the product idea with the correct source of business idea from the list below:

Experience **Competitors** **Market trends**

Product	Source of Business Idea
James Dyson was frustrated with his own vacuum cleaner and took it apart to try to develop his own. 	
A Microsoft employee saw an opportunity to develop a rival product to the Sony PlayStation and developed the Xbox. 	
Brian Lee noticed the increasing popularity of healthy food on the go and developed his chain of take-away healthy food restaurants. 	

5. The following steps are involved in the management activity **controlling**.
Number the steps in the correct order, **1 – 4 (1 being the first step)**.

Number Order	Steps
	Measure performance
	Compare performance with standard
	Set the standard
	Take corrective action (if necessary)

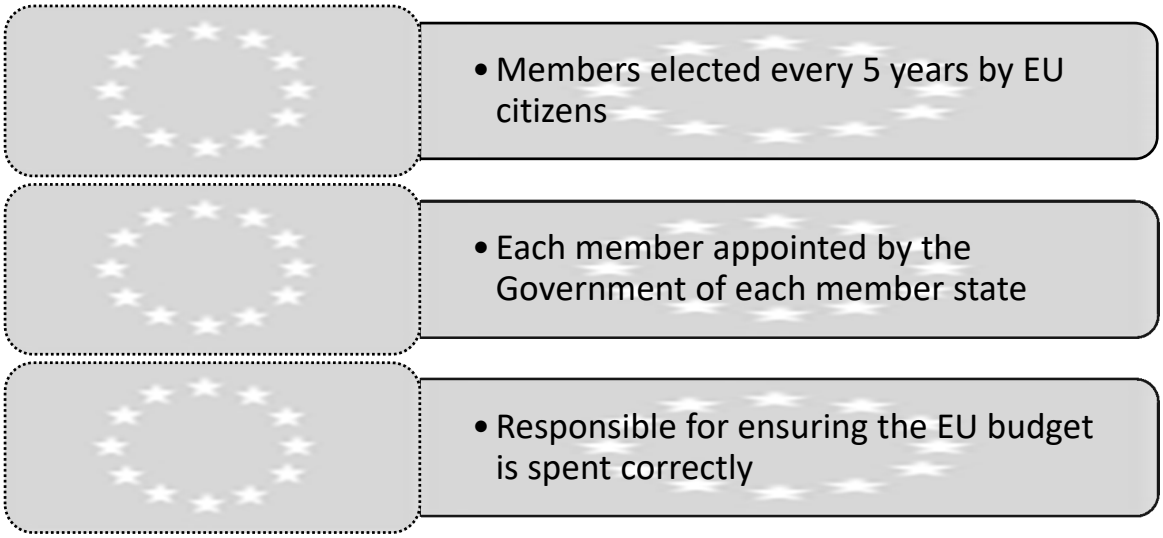
6. List **two** reasons for fair dismissal under the Unfair Dismissals Acts, 1977-2015:

(i) _____

(ii) _____

7. Insert the correct EU institution below: **One institution is not explained**.

European Commission
The Court of Justice of the European Union
The European Court of Auditors
EU Parliament



8. Calculate Alison Chamber's net annual take home pay from the following details.
Show your workings.

Name: Alison Chambers	**€**	**€**	**€**
Gross Pay			35,000
Deductions:			
PAYE: (20% of €35,000) -Tax Credit	7,000 - 3,300		
Net PAYE		**A**	
PRSI: (4% of €35,000)		1,400	
USC: (3% of €35,000)		**B**	
Total Deductions:			**C**
Net Annual Take-home Pay			**D**

Workings:

9. Outline **two** benefits of **teamwork** to an organisation:

1.
2.

10. Tick (✓) the correct box to indicate which organisation provides a **mediation service** in an industrial relations conflict.

Labour Court ☐

Workplace Relations Commission (WRC) ☐

11. Hempstead Ltd is examining its profitability.
From the information below, calculate the Gross Profit Percentage and Net Profit Percentage for 2020. **Show all workings in the spaces provided**.

2020	
Sales	€210,000
Gross Profit	€42,000
Net Profit	€10,500

Gross Profit Percentage:	Net Profit Percentage:
(i) _____	(ii) _____
Workings: _____ **x** $\frac{\textbf{100}}{\textbf{1}}$ **=**	**Workings:** _____ **x** $\frac{\textbf{100}}{\textbf{1}}$ **=**

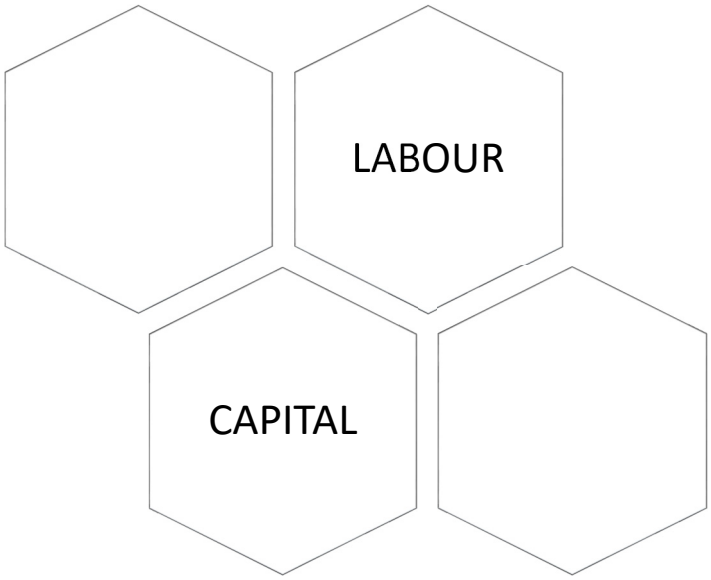
12. Column 1 is a list of business terms. Column 2 is a list of explanations for these terms. **One explanation has no match**.

	Column 1: Business Terms		**Column 2: Explanations**
1	Database	A	The person in the business who decides how information is collected and used.
2	Cloud Computing	B	A system of remote servers, hosted by the internet, which stores and manages information.
3	Data Controller	C	A software package which allows the user to present information using sound, words and images.
4	Data Subject	D	An electronic filing system used to store large amounts of information.
5	PowerPoint	E	A system which allows business to business communication without human interaction.
		F	The person whose personal information is stored by a business.

Match the two lists by placing the letter of the correct explanation under the relevant number below.

Business Term	**1**	**2**	**3**	**4**	**5**
Explanation					

13. Complete the missing **factors of production**.



14. Indicate by means of a tick (✓) whether each of the following is a strength, weakness, opportunity or threat:

	Strength	**Weakness**	**Opportunity**	**Threat**
Ryanair customers find it difficult to contact the airline.				
Wetter weather has impacted on the potato crop for Keogh's crisps.				
A new housing development has been built near SuperValu, Loughrea.				
Apple have almost $200 billion in cash reserves.				

15. Circle the **correct option** in **each** of the following statements.

(i) TQM stands for **Total / Team** Quality Management.

(ii) Employee **encouragement / empowerment** involves employees being actively involved in the running of the business.

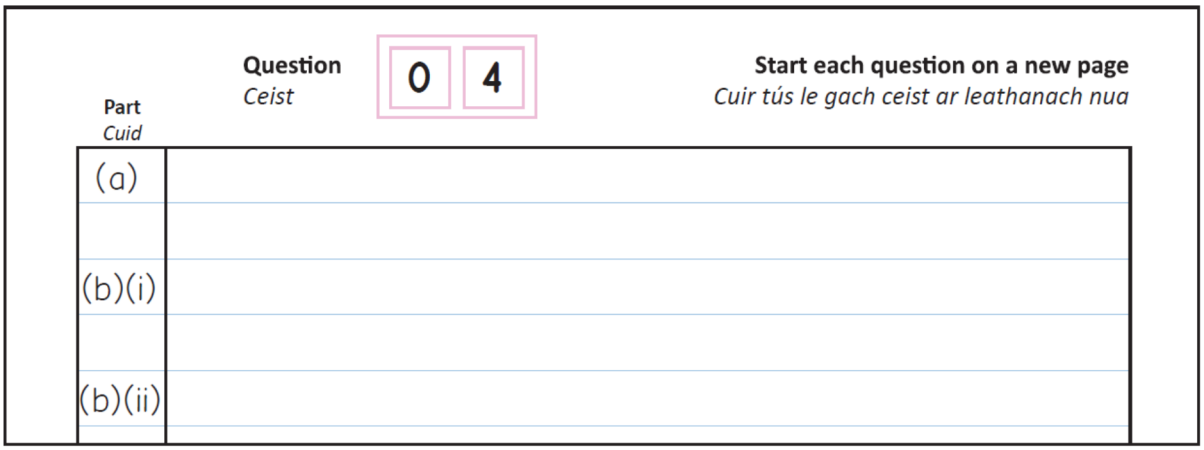
(iii) A Facilitator Manager **delegates / dictates** tasks to employees.

(iv) Products can be designed using Computer **Assisted / Aided** Design.

Answerbook for Section 2

Instructions

Questions for **Section 2** are supplied separately.
Start each question on a new page. Write the question number in the box at the top of each page.
Use the left-hand column to label each part, as shown below.

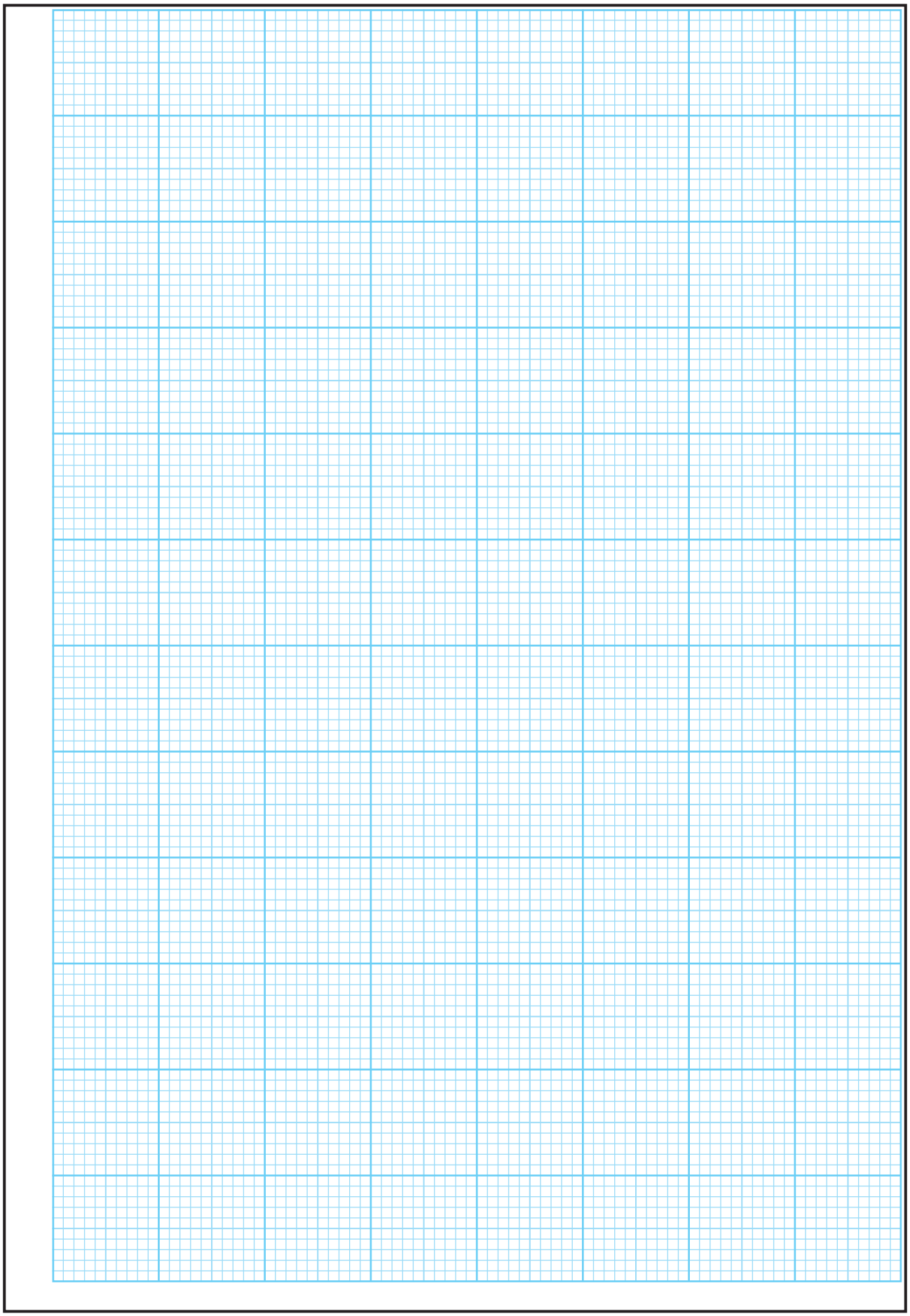


Two pages of graph paper are provided in this Answerbook. On pages with graph paper, the box for the question number is at the bottom of the page.

You do not need to use all of the pages in this Answerbook. If you run out of space in this Answerbook, you may ask the superintendent for more paper or graph paper.

Write your answers in blue or black pen. You may use pencil for sketches, graphs and diagrams only.

Question



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