



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Examination 2023
Business

Section 1 and Answerbook
Higher Level

Thursday 15 June Morning 9:30 - 12:30
400 marks

Examination Number

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Day and Month of Birth

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For example, 3rd February
is entered as 0302

Centre Stamp

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Instructions

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

Write your answers to all parts of the examination into this Answer Book. This Answer Book 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.

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

There are three sections in this examination. Questions for **Sections 2** and **3** are supplied separately but your answers must be written in this Answer Book.

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**
 - One question from Part 2**
 - and any other **Two** questions
- All questions in this section carry equal marks.**

Make and Model of calculator used:

This section is compulsory. Answer eight questions. Each question carries 10 marks.

Write your answers in the Answerbook containing Section 1.

1. (a) Sports retail chain InterSport Elverys is an Irish indigenous firm. Explain the term indigenous firm.



- (b) Outline **two** challenges that may be experienced by an indigenous business in Ireland.

(i)
(ii)

2. In the context of business, what do the following letters stand for?
Write each answer in the space provided.

TQM	
ISME	
JIT	
EDI	
ROI	

4. **Column 1** is a list of European Institutions.
Column 2 is a list of possible explanations.
(One explanation does not refer to any of the terms.)

Column 1: Institutions	Column 2: Explanations
1 European Central Bank	A Directly elected by citizens of all member states of the European Union (EU).
2 European Court of Auditors	B Decides on disputes between member states, EU institutions, businesses and individuals.
3 European Parliament	C Key decision-making body in the EU, meetings attended by relevant ministers of each state.
4 Council of the European Union	D Manages the euro currency and the EU's monetary policy.
5 European Commission	E Audits the spending of the EU budget and reports on EU finances.
	F Responsible for the day to day management of the EU and proposes new EU Laws.

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

1	2	3	4	5

5. (a) Draft and label a functional organisational structure for a manufacturing firm.

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(b) Outline **one** impact of choosing this type of organisational structure.

6. Distinguish between penetration pricing **and** price skimming.

7. Liquidity issues continue to be a cause of concern for many small businesses.

(a) Explain the term liquidity.

(b) The figures below are taken from Cahill's newsagents.

Calculate the Acid Test Ratio for Cahill's newsagents.

	€
Closing Stock	14,000
Current Assets	93,200
Current Liabilities	72,000

Formula	
Workings	
Answer	

8. (a) Explain the term national minimum wage.

(b) Describe **one** possible economic impact on Irish businesses of the increase in the national minimum wage.

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

		True/False
1.	The Aviva Stadium is an example of a company using the Public Relations method known as Celebrity Endorsements.	
2.	McDonalds selling a rice burger and teriyaki burger in Japan is an example of the need to adapt the Global Product element of the marketing mix.	
3.	An impact of moving from job production to batch production is that the business may lose their Unique Selling Point.	
4.	Capital Acquisitions Tax is a tax on the profits made on the sale of assets.	
5.	The Q Mark is a quality standard awarded by Excellence Ireland Quality Association.	

10. Outline **two** characteristics/skills associated with entrepreneurs.

(i)
(ii)

11. Data Protection Commission Fines WhatsApp
Further €5.5m Over GDPR Breach

Adapted from businessplus.ie



Explain **two** rights of the data subject (an individual) under data protection law.

(i)
(ii)

12. (a) Distinguish between **two** types of meetings which are common in a business.

(b) Outline **two** benefits of meetings as a method of communication.

(i)
(ii)

Answerbook for Section 2

Instructions

Questions for **Section 2** are supplied separately.

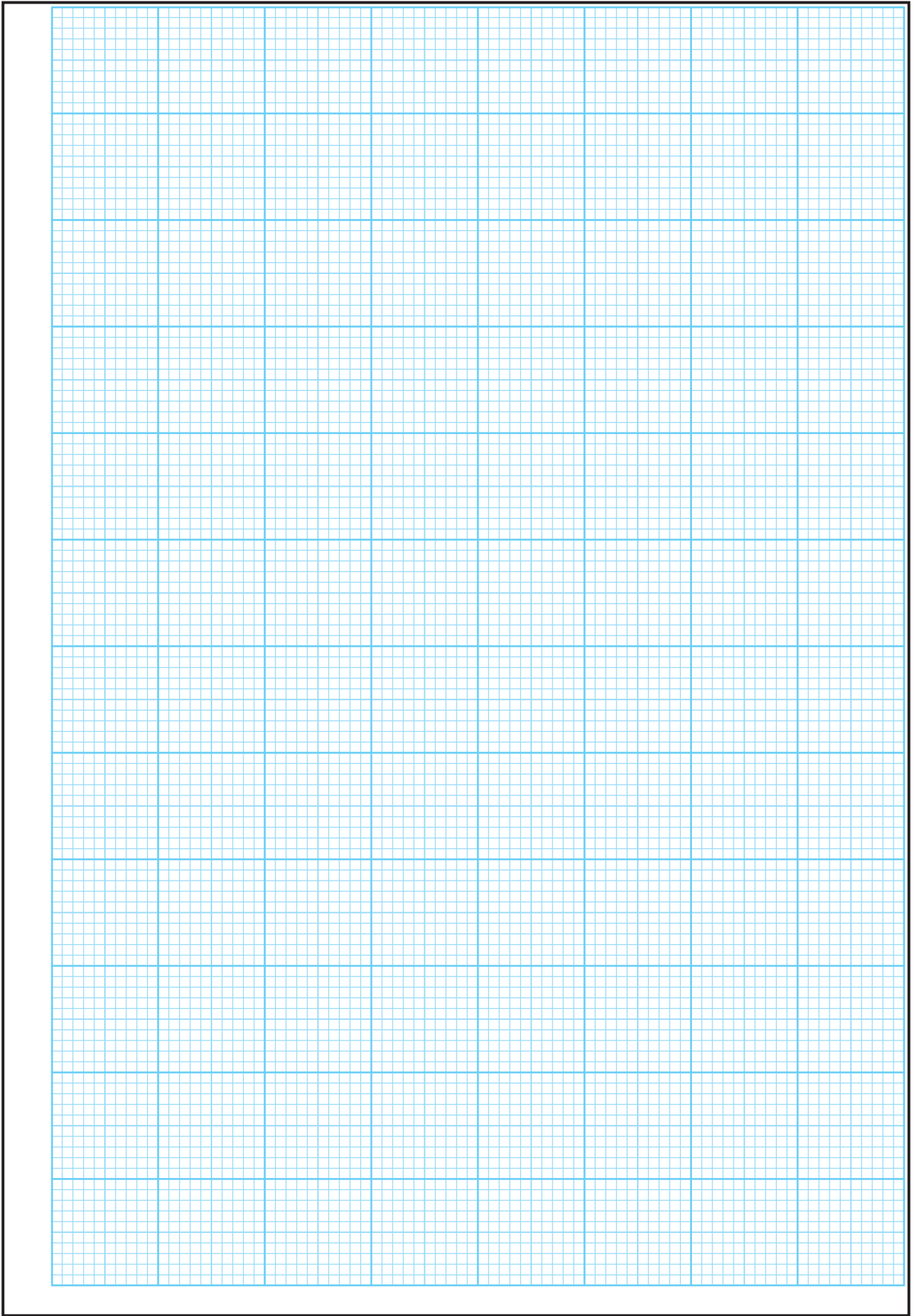
Start each question on a new page. Write the question number in the box at the top of each page. Use the left-hand column to label each part, as shown below.

Question		0	4	Start each question on a new page
Part	(a)			
	(b)(i)			
	(b)(ii)			

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.

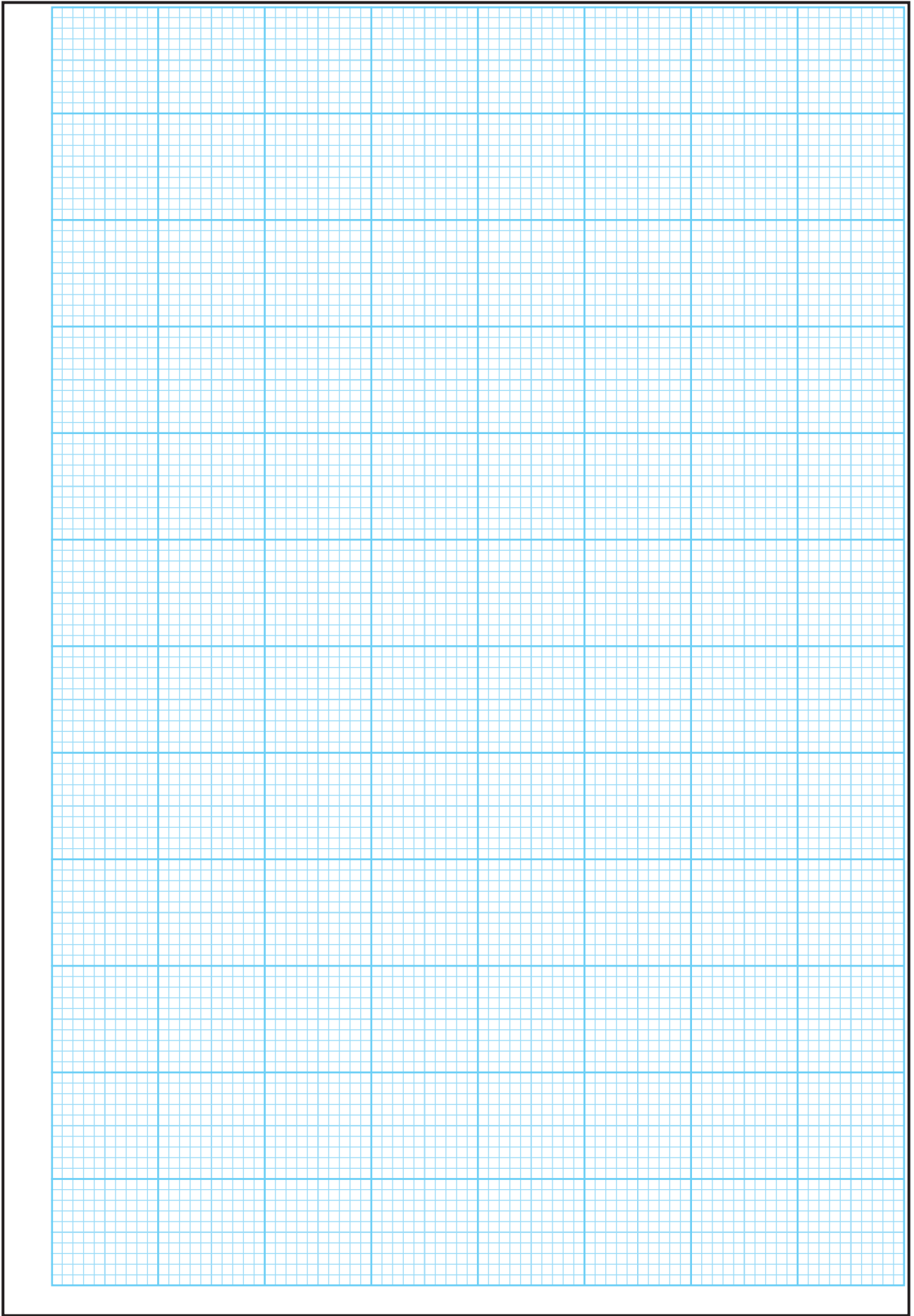
You do not need to use all of the pages in this answerbook. If you run out of space in this answerbook, you may ask the superintendent for more paper or graph paper.

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



Question





Question



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