



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Examination 2023

Business

Section 2
Ordinary Level

Thursday 15 June Morning 9:30 – 12:00

Candidates are required to answer:

Four questions from **Section 2** as follows:

One question from **Part 1**

One question from **Part 2**

and any other **two** questions.

All questions in Section 2 carry equal marks.

Do not hand this up.

This document will not be returned to the State Examinations Commission.

Section 2

300 marks

Write your answers in the Answerbook containing **Section 1**

Answer four questions from SECTION 2 as follows:

One question from **Part 1**,

One question from **Part 2**,

and any other **two** questions.

All questions carry equal marks (75 marks).

Part 1

Question 1

People in Business

Read the information supplied and answer the questions which follow.

Dental implant firm ordered to pay manager €55,000

A UK dental implants company has been ordered to pay €55,000 to a former Irish sales manager who was unfairly dismissed.

Adapted from rte.ie

(A) Outline **two** reasons for **fair** dismissal. (15)

(B) Outline **one** function of the Workplace Relations Commission. (10)



(C) List **five** stakeholders in business. (15)

(D) Explain the term **co-operative relationship** and outline one example of a co-operative relationship between two stakeholders. (15)

(E) A legal contract may be terminated by the following methods:

- Frustration
- Breach
- Agreement
- Performance

Explain, using examples, **three** of these methods. (20)

Read the information supplied and answer the questions which follow.



Video-sharing platform TikTok is to create 1,000 new jobs in Ireland as part of its future expansion plans. IDA Ireland has welcomed the news. The new employees will bring TikTok's total headcount here to about 3,000.

Adapted from The Irish Times

- (A) Explain the term **multinational company** (MNC). (10)
- (B) Outline **two** incentives the Government uses to attract multinational companies (MNCs) to Ireland. (15)
- (C) Describe **two** benefits of an increase in employment for the Irish economy. (15)

High inflation may persist for years.

Adapted from The Irish Times

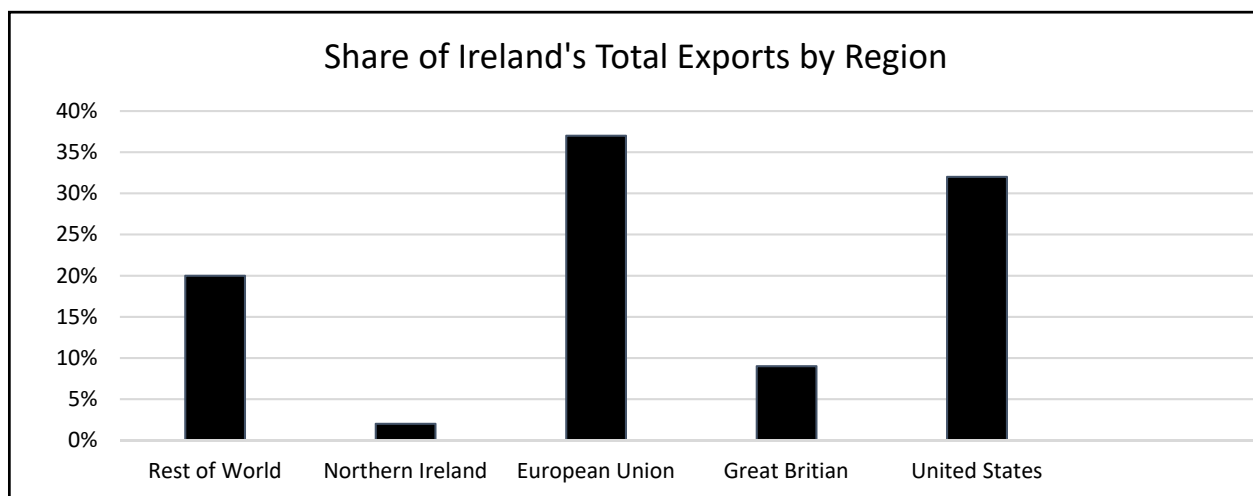
- (D) (i) Explain the term **inflation**.
- (ii) Outline **two** effects of a high inflation rate on Irish business. (20)

Starbucks is listed as one of the world's most ethical companies.

Adapted from greencitizen.com

- (E) Outline **two** benefits for a business of behaving ethically. (15)

Read the information supplied and answer the questions which follow.




- (A) (i) Using the information above, identify the region to which Ireland exports the most.
- (ii) List **three** examples of goods/services that Ireland exports. (15)
- (B) Name **two** barriers to trade **and** explain **one** of them. (15)
- (C) Ireland's Balance of Payments was €15.8 billion from October – December 2022.
- (i) Explain the term **Balance of Payments**.
- (ii) Outline **one** impact of an increase in exports on the Balance of Payments. (15)




In 2023 Ireland marks the 50th anniversary since joining the European Union.

- (D) (i) Outline **two** benefits to Ireland of being a member of the European Union.
- (ii) Describe **one** challenge of European Union membership to Ireland. (20)
- (E) Name **two** institutions of the European Union. (10)

Read the information supplied and answer the questions which follow.

Consumer problems	
	<p>Jack McCarthy purchased a pair of hiking boots from Outdoor Life in Gateway Shopping Centre. After he tried them on again at home, he found the boots to be slightly uncomfortable and went back to the store to return them.</p> <p>The sales assistant told him he would have to accept a Credit Note if he wanted to return the boots.</p>

- (A) (i) Does Jack have to accept the Credit Note? Explain your answer.
- (ii) Name the consumer law that applies. (20)
- (B) Name and explain **one** consumer agency that helps Jack to be more aware of his consumer rights. (15)


SIPTU threatens industrial action
<p>SIPTU members at Dublin Airport are threatening industrial action in a dispute over the payment of wages.</p> <p style="text-align: right;"><i>Adapted from rte.ie – Sept 2022</i></p>

- (C) Outline **two** causes of industrial disputes, other than pay, between trade unions and employers. (10)
- (D) (i) Outline **two** benefits of being a member of a trade union.
- (ii) Apart from SIPTU, name **one** other trade union in Ireland. (15)
- (E) Explain the following industrial relations terms:
- Secret Ballot
 - Minimum Notice
 - Picketing
- (15)

Part 2

Question 5

Enterprise / Managing

Read the information supplied and answer the questions which follow.



SweetKing is an online pick 'n' mix store which was founded by Nathan Adams in June 2020. Nathan saw a gap in the market for an online pick 'n' mix store with speedy delivery to your door. Nathan sources his stock from Ireland, Belgium, Spain, and the UK. He has since expanded his business into retail.

Adapted from the examiner.ie

- (A) Outline **three** enterprising characteristics/skills that entrepreneurs like Nathan display. (15)
- (B) (i) Explain the term **stock control**.
(ii) Outline **two** reasons why stock control would be important to a business like SweetKing. (15)
- (C) Leadership styles include Autocratic, Democratic and Laissez-faire.
Outline **two** features of any **one** leadership style that Nathan could use in his business. (15)
- (D) (i) Explain the term **delegation**.
(ii) Describe **two** benefits of delegation for a manager. (15)
- (E) Outline **two** benefits of Information and Communication Technology (ICT) for SweetKing. (15)

Read the information supplied and answer the questions which follow.

Greenlawn Golf Club

Notice and Agenda

The **AGM** of Greenlawn Golf Club and Restaurant will take place on 21st November 2023 at 8.00pm in the Clubhouse.

Agenda

- **Minutes** of the 2022 AGM
- Any matters arising
- Club Chairperson's Report
- Club Treasurer's Report
- Expansion of Clubhouse
- Membership fees
- Election of club officers
- **AOB**



Signed

Paul Cahill

Paul Cahill
Secretary

- (A) Explain the **three** underlined terms above. (15)
- (B) (i) Outline **two** duties of a secretary for a club meeting.
(ii) Outline **two** duties of a chairperson at a meeting. (20)
- (C) Outline **three** factors a bank will consider before issuing the club a loan to fund their expansion. (15)
- (D) Name and explain **two** types of insurance Greenlawn Golf Club should have. (15)
- (E) **Assessors** and **Actuaries** are both involved in insurance. Explain the role of **one** of them. (10)

Read the information supplied and answer the questions which follow.

Lucy Kavanagh has just started a new job as a payroll administrator with FastParts Ltd.

She earns a gross salary of €40,000 per annum.

Her annual tax credits are €3,400.

She pays PAYE at a standard rate of 20%.

PRSI is 4% of Gross Pay.

USC is 3% of Gross Pay.

(A) Calculate Lucy's net annual salary. Show all workings. (20)

(B) Explain the term **PAYE**. (10)

FastParts Ltd offer several different rewards schemes as part of its package for attracting new employees.

Sales Representatives at FastParts Ltd earn commission and receive benefit-in-kind as part of their package.

(C) Outline **two** methods of recruiting new employees. (15)

(D) Explain, using examples, **commission** and **benefit-in-kind**. (15)

(E) Outline **two** benefits for FastParts Ltd of rewarding their employees. (15)

Read the information supplied and answer the questions which follow.



Irish coffee chain, Insomnia, provides a loyalty programme called Insomnia Treats that allows customers to build and redeem credits on every Insomnia item they purchase.

Customers can keep track of their offers on the Insomnia Treats app. Insomnia advertises extensively using social media.



Adapted from Insomnia.ie

- (A) (i) Outline **one** benefit of a loyalty programme as a method of sales promotion.
- (ii) Apart from a loyalty programme, outline **one** other sales promotion technique that a coffee shop could use to increase sales. (15)
- (B) Outline **two** benefits of using social media advertising for Insomnia. (15)
- (C) List **three** factors a business such as Insomnia should consider before setting prices for its products. (15)

Insomnia operates as a franchise. Glenn McCarthy is considering opening a coffee shop in his hometown but is unsure if he should operate independently or under a franchise.

- (D) Outline **two** advantages to Glenn McCarthy of setting up a business through an existing franchise model. (15)
- (E) Explain **two** reasons why preparing a Business Plan is essential for Glenn. (15)

Read the information supplied and answer the questions which follow.

	<p style="text-align: center;">I-SPY </p> <p>I-SPY is an online sportswear business based in Ireland which sells a range of yoga and fitness wear. The business was set up by Louise Egan along with her mother Paulette. They joined their passions for fitness, lifestyle and yoga to create the idea for their business.</p> <p style="text-align: right;"><i>Adapted from ispy.com</i></p>
-----------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

- (A) Paulette and Louise turned their interests into a business opportunity.
List **two** other sources of business ideas for entrepreneurs. (10)
- (B) Name and explain the **two** types of market research a business like I-SPY could have used before launching its products. (15)
- (C) Clothing companies such as I-SPY often make their products using batch production.
(i) Explain the term **batch production**.
(ii) List **two** other methods of production and include an example of a product that uses each type of production. (20)
- (D) Explain any **two** of the following stages of the new product development process.
(i) Feasibility Study
(ii) Prototype Development
(iii) Test Marketing (15)
- (E) Outline **two** challenges when starting a new business. (15)

There is no examination material on this page

Do not hand this up.

This document will not be returned to the State Examinations Commission.

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 2023 – Ordinary Level

Business – Section 2

Thursday 15 June

Morning 9:30 – 12:00