



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Examination 2024

Business

Section 2
Ordinary Level

Thursday 13 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 from either **Part 1** or **Part 2**.

All questions in Section 2 carry equal marks.

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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 **two** other question from either **Part 1** or **Part 2**.

All questions carry equal marks.

Part 1**Question 1****People in Business**

Read the information supplied and answer the questions which follow.



Lily purchased a new smartwatch for €195. After two weeks, the touchscreen on the watch stopped working, and the device failed to charge properly. When she returned to the shop, the manager gave Lily the manufacturer's address and said she should contact the manufacturer of the watch.

- (A) Name the consumer law that protects Lily in this situation. (10)
- (B) (i) Outline **two** provisions of the law named above that are relevant to Lily's situation.
- (ii) Outline **two** forms of redress that Lily is entitled to in the above case. (20)

**Aer Lingus regional pilots plan work-to-rule**

Pilots at Emerald Airlines, which operates the Aer Lingus regional network, recently voted for industrial action. *Adapted from irishtimes.com*

- (C) (i) Explain the term **work-to-rule**.
- (ii) Other than a work to rule, outline **one** other type of industrial action. (15)
- (D) Outline **two** benefits of good industrial relations in the workplace. (15)
- (E) Describe **two** functions of a trade union. (15)

Read the information supplied and answer the questions which follow.



Ór-Real Irish Butter was launched in October 2021. It is made in Kanturk, Co. Cork, by North Cork Creameries, which is a farmer-owned **co-operative**.

Adapted from orbutter.ie

- (A) (i) Ór-Real Irish Butter operates in the secondary sector of the Irish economy.
Explain what is meant by the **secondary sector**.
- (ii) Name the **two** other sectors of the economy. (15)
- (B) Outline **two** challenges facing the secondary sector in Ireland. (15)
- (C) Explain the term **co-operative** as mentioned in the text above. (10)



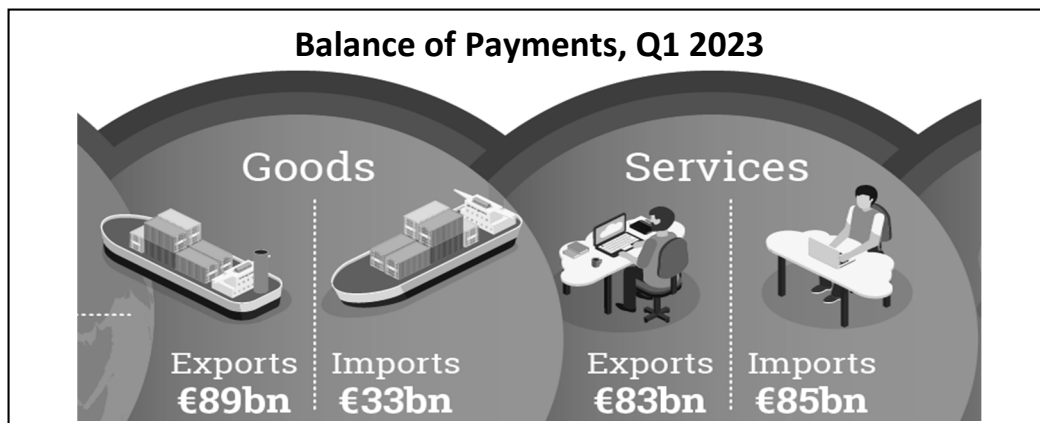
Three firms pay a third of all corporation tax

According to revenue data, Ireland's corporation tax takings are heavily concentrated in a small number of large foreign-owned multinationals.

Adapted from rte.ie

- (D) (i) List **three** taxes, other than corporation tax, collected by the Irish Government.
- (ii) Outline **one** impact of the reliance on corporation tax by the Irish Government. (20)
- (E) Describe **two** benefits of a low unemployment rate for the Irish economy. (15)

Read the information supplied and answer the questions which follow.



- (A) (i) Using the figures above, calculate the Balance of Payments for Q1 2023.
Show your workings.
- (ii) State whether it is a surplus or a deficit. (15)
- (B) Outline **two** benefits of international trade for consumers in Ireland. (15)
- (C) Explain any **three** of the following barriers to international trade:
- (i) Quota
 - (ii) Tariff
 - (iii) Embargo
 - (iv) Subsidies (20)



A global business sees the world as one market and aims to sell the same product worldwide.

- (D) List **two** examples of global businesses. (10)
- (E) Outline **two** challenges for global businesses when operating in international markets. (15)

Read the information supplied and answer the questions which follow.



A worker with 51 years' service has been awarded €30,000 at the Workplace Relations Commission for unfair dismissal.

Adapted from rte.ie

(A) Outline **three** reasons, other than age, for unfair dismissal. (20)

(B) Outline **one** non-legislative method of solving an industrial relations dispute. (10)

The Consumer Protection Act 2007 protects consumers from unfair commercial practices.

(C) Explain **two** of the following practices prohibited by the Consumer Protection Act 2007:

(i) False or misleading advertising

(ii) False product descriptions

(iii) False pricing (15)

(D) Name the organisation responsible for enforcing the Consumer Protection Act 2007. (10)

(E) Explain **three** of the following elements of a legal contract:

(i) Consideration

(ii) Capacity to Contract

(iii) Consent to Contract

(iv) Legality of Purpose (20)

Part 2

Question 5

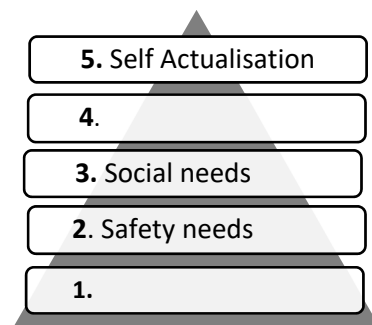
Enterprise / Managing

Read the information supplied and answer the questions which follow.



Blizzard Entertainment is a leading American developer of video games with an office in Cork city. The company offers its employees a comprehensive healthcare and insurance package and employees engage in company-wide team events. *Adapted from Blizzard.com*

- (A) Explain **one** risk and **one** reward for entrepreneurs who set up their own business. (15)
- (B) (i) Below is an image of Maslow's Hierarchy of Needs. Identify the missing stages labelled 1 and 4. (**Write your answers** in your answer book.)



- (ii) Using the information from the text above identify how Blizzard Entertainment satisfies their employees safety needs **and** social needs. (20)
- (C) Outline **two** benefits for a business of managers using a democratic leadership style. (15)
- (D) Blizzard employees work successfully in teams to achieve many of the targets in the business. Outline **two** disadvantages of working in teams. (15)
- (E) Outline **one** duty Blizzard have as a data controller in relation to their customers' data under General Data Protection Regulation (GDPR). (10)

Read the information supplied and answer the questions which follow.

Revolut

Banking and payments app Revolut is launching car insurance in Ireland in partnership with insurer AIG.

Adapted from rte.ie

- (A) Outline **two** benefits to customers of using apps for banking services. (15)
- (B) Name and explain **two** insurances that a household could have, other than motor insurance. (15)
- (C) Explain **two** of the following principles of insurance and give **one** example in each case:
- (i) Utmost good faith
 - (ii) Insurable interest
 - (iii) Indemnity. (20)

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Revolut has also announced plans to offer mortgage products to its 30 million customers around the world for the first time.

- (D) Explain how a **mortgage** works. (10)
- (E) List **three** factors a financial institution/fintech company will assess before granting a mortgage to a customer. (15)

Read the information supplied and answer the questions which follow.

76% would turn down jobs that do not meet flexible working needs, according to a study.

Employees are demanding more than just a good wage when seeking employment. Research suggests that Human Resource Managers are looking at other ways of retaining and attracting staff.

Adapted from rte.ie



- (A) Explain **two** different types of rewards (financial or non-financial), other than wages, that employers can offer employees. (15)
- (B) Explain any **two** of the following functions of a Human Resource Manager:
- (i) Manpower Planning
 - (ii) Training and Development
 - (iii) Performance Appraisal (15)
- (C) The Human Resource Manager must prepare a job description and a person specification before recruiting new staff.
- (i) List **two** items in a job description.
 - (ii) List **two** items in a person specification. (20)
- (D) Outline **two** negative impacts that technology has on employees. (15)
- (E) Explain the term **Employee Empowerment**. (10)



- (A) Many of the products sold at Supervalu are mass-produced.
- (i) Explain the term **mass production**. Use an example to illustrate your answer.
 - (ii) Name **one** other production method. (15)
- (B) Supervalu is part of the Musgrave Group, which is an Irish food wholesaler.
- (i) Explain the term **wholesaler**.
 - (ii) Illustrate, using a diagram, a channel of distribution that includes a wholesaler. (20)
- (C) Supervalu stocks a range of own-brand products.
Explain, including an example, the term **own-brand products**. (10)
- (D) Outline **two** sales promotion techniques that retailers such as Supervalu could use to increase sales. (15)
- (E) Outline **two** benefits for Supervalu of sponsoring the All-Ireland Football Championship. (15)

Read the information supplied and answer the questions which follow.



In 2023 Keogh's launched a new Smoked Barbecue & Teeling Whiskey flavoured crisp.

Adapted from checkout.ie

- (A) (i) Outline **one** method of idea generation that a business like Keogh's may use.
- (ii) Explain the term **prototype development**. (15)
- (B) Outline **two** reasons why a business would conduct market research before launching a new product. (15)
- (C) Explain **two** functions of product packaging for a business like Keogh's. (15)



Crisp maker Keogh's has announced the company will be constructing a new production facility worth €10 million in 2024 as the business continues to grow.

Adapted from irishtimes.com

- (D) Outline **two** reasons why a business may choose to expand. (15)
- (E) Explain any **two** long-term sources of finance from the list below that Keogh's may use to fund the expansion.
- (i) Grant
- (ii) Long-term Loan
- (iii) Share Capital (15)

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