



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Examination 2023
Business

Section 1 and Answerbook

Ordinary Level

Thursday 15 June Morning 9:30 - 12:00

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

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 Answerbook. This Answerbook 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 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) Ten questions from Section 1 and

(B) 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.

Make and Model of calculator used:

Answer 10 questions. Each question carries 10 marks.

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

VAT	
ECB	
DIRT	

2. Indicate whether each of the following actions is an example of a Controller or Facilitator manager by writing **Controller** or **Facilitator** after each of the following statements.

Action		Controller or Facilitator
(i)	The manager gives orders and expects them to be followed without question.	
(ii)	The manager encourages employee empowerment.	
(iii)	Employees are trusted to carry out their duties without constant supervision.	
(iv)	The manager makes all the decisions and does not consult with employees.	

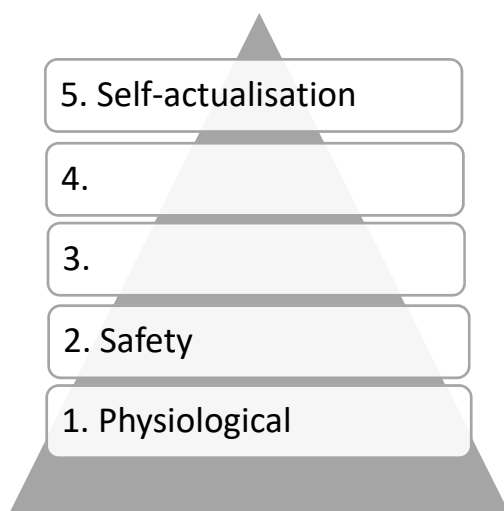
3. Outline **two** reasons for business expansion.

1.
2.

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

Statement		True or False
(i)	A sole trader has unlimited liability.	
(ii)	A public limited company can have a maximum of 149 shareholders.	
(iii)	A co-operative is owned and controlled by the government.	
(iv)	A partnership business can have 2 - 20 partners.	

5. Complete levels 3 and 4 of **Maslow's Hierarchy of Needs**.



6. (i) Explain the term **USP**.

Answer:

(ii) Name a product and its USP.

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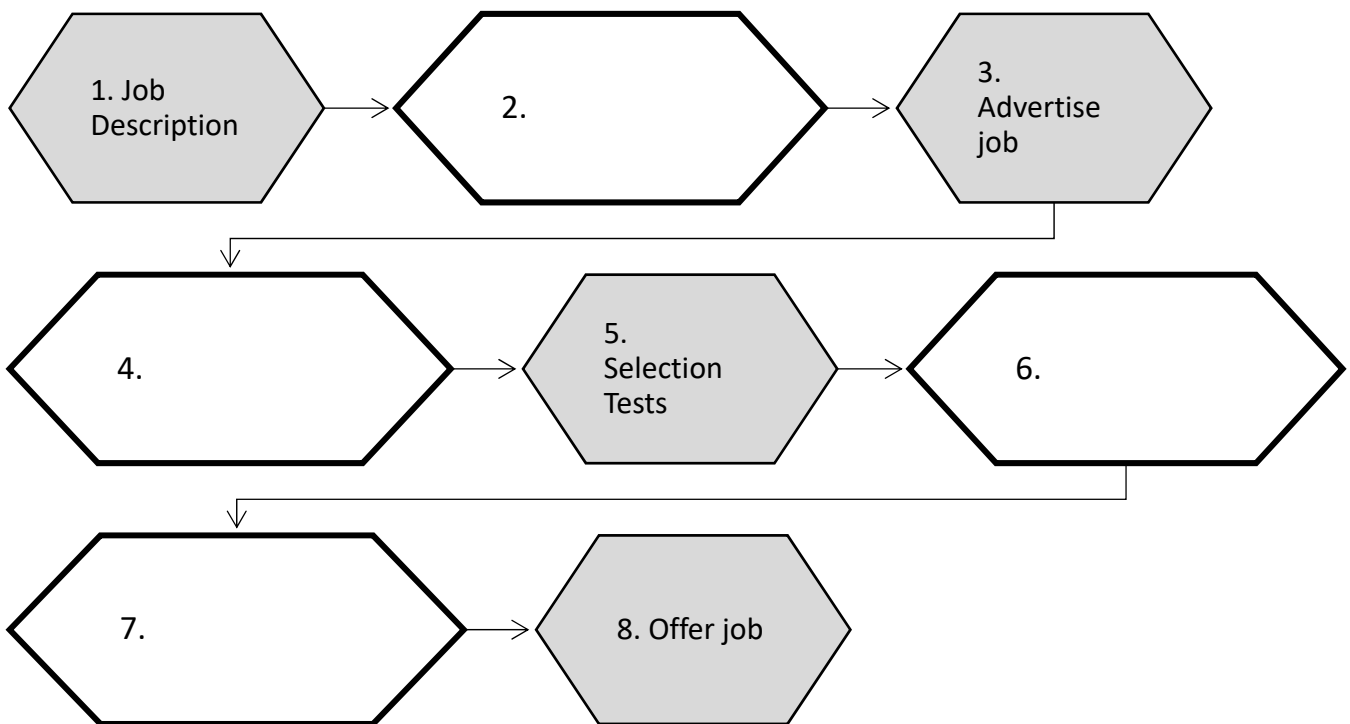
7. Complete the recruitment and selection process of the Human Resource Manager in the **correct order** by filling in the missing tasks:

Check references

Screen applicants

Person specification

Interview candidates



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


- (i) Employees must give **seven / ten** days' notice of industrial action to their employer.
- (ii) When employees ask for a pay rise because inflation has increased it is known as a **productivity / cost of living** claim.
- (iii) IBEC represents **businesses / employees**.
- (iv) The Irish Farmers' Association (IFA) is an **interest group / trade union**.

9. Match the images with the correct **pricing strategy** from the list below.
(One pricing strategy is not shown.)

Premium Pricing

Price Discrimination

Penetration Pricing

<table border="1"> <thead> <tr> <th></th> <th>One way</th> <th>Return</th> <th>10 trips</th> </tr> </thead> <tbody> <tr> <td>Adult</td> <td>15€</td> <td>20€</td> <td>85€</td> </tr> <tr> <td>Senior</td> <td>11€</td> <td>15€</td> <td>65€</td> </tr> <tr> <td>Child</td> <td>5€</td> <td>10€</td> <td></td> </tr> </tbody> </table>		One way	Return	10 trips	Adult	15€	20€	85€	Senior	11€	15€	65€	Child	5€	10€		 <p>iPhone 13 6.1-inch display from €929</p>
	One way	Return	10 trips														
Adult	15€	20€	85€														
Senior	11€	15€	65€														
Child	5€	10€															
(i)	(ii)																

10. Draft the memorandum sent by Tina Duggan, IT Manager, **on today's date** to all employees reminding them that system log-in passwords must be changed by Friday 23rd June 2023.

Memorandum	
To:	_____
From:	_____ Date: _____
Re:	_____

Signed:	_____ Title: _____

11. Indicate by placing a tick (✓) in the correct box, the **European Union policy** that each statement describes.

Statement	Common Agricultural Policy (CAP)	Common Fisheries Policy (CFP)	EU Social Charter	Competition Policy
EU citizens have the right to live and work in any EU country.				
Farmers receive Single Farm Payments to help supplement their income.				
All business mergers and takeovers are monitored.				
The aim is to preserve fish stocks in EU waters.				

12. Match the explanation with the correct State Agency from the list below.

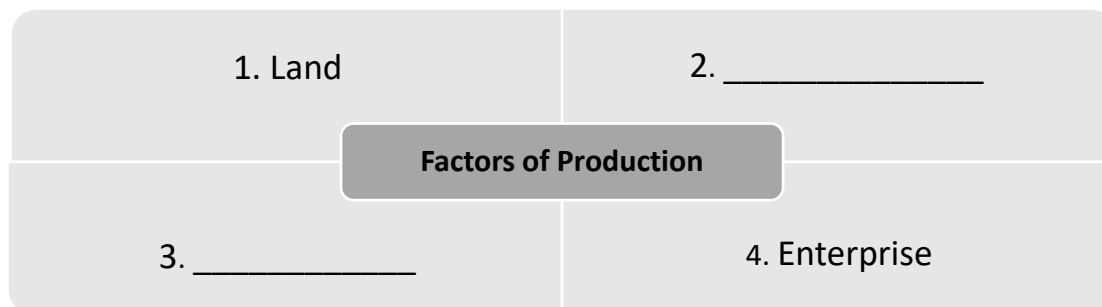
Local Enterprise Office (LEO)

Fáilte Ireland

IDA Ireland

Explanation	State Agency
Promotes Irish tourism industry around the world.	
Attracts multinational companies to set up in Ireland through various incentives.	
Assists entrepreneurs in setting up their business through advice, grant aid etc.	

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



14. Below is a copy of the **Cashflow Forecast** for Dwyer’s Guesthouse for the first three months of 2023.

	January €	February €	March €
Total Receipts	15,500	26,000	28,000
Total Payments	16,700	23,000	24,000
Net Cash	(1,200)	(i)	4,000
Opening Cash	(1,500)	(2,700)	300
Closing Cash	(2,700)	300	4,300

(i) Calculate the Net Cash figure for February. Show your workings.

Workings:	
Answer:	

(ii) Identify a month where the guesthouse has a deficit. _____

(iii) Identify a month where the guesthouse has a surplus. _____

15. In the following table, Column 1 is a list of business terms and Column 2 is a list of explanations.

Column 1: Business Terms	Column 2: Explanations
1. Leasing	A Long-term fixed interest loan.
2. Bank Overdraft	B Business profits re-invested in the firm.
3. Trade Credit	C Renting an asset over a one to five-year period.
4. Debenture	D Allows the account holder to withdraw more money than is in the account.
5. Share Capital	E Money provided by investors in return for part ownership/share of profits.
	F Buying stock now and paying at a later date.

Match the two lists by placing the letter of the correct explanation under the number of the relevant business term below. One explanation has no match.

Business Term	1	2	3	4	5
Explanation					

Answerbook for Section 2

Instructions

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

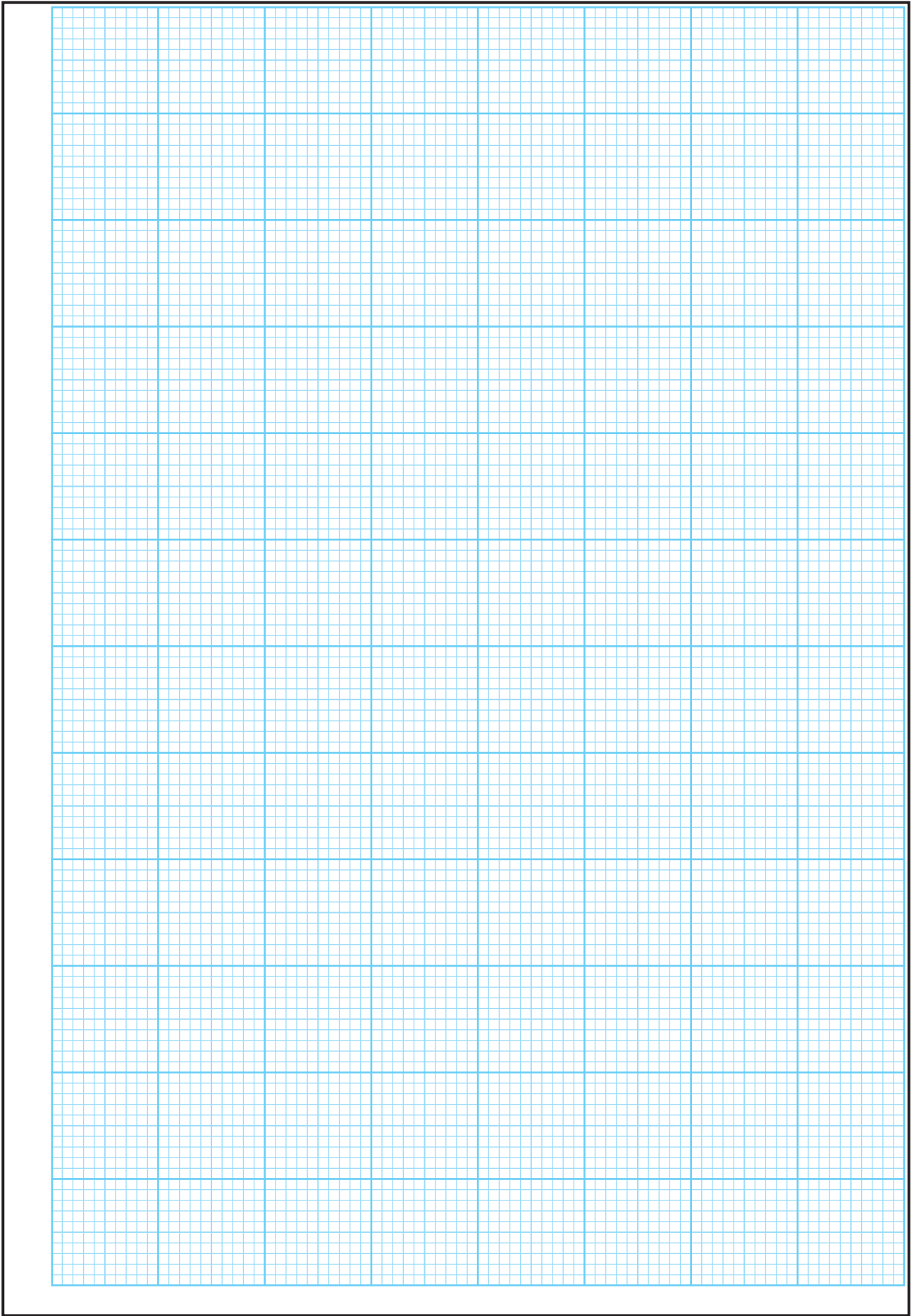
Start each question on a new page. Write the question number in the box at the top of each page. Use the left-hand column to label each part, as shown below.

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

One page of graph paper is 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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