

ERROR #2
NOT GIVING A DIRECT QUOTE FROM THE
ABQ TEXT (A RELEVANT LINK)

A direct quote from the ABQ text must be given. Talking about the ABQ isn't enough – it should be a sentence or so long and appear in quotation marks. Links given must be quotations/phrases directly from the text, not just a reference to the text.

2014 ABQ - Unit 1, 2 and 3 - Atlantic Surf

...This price was rejected and both parties entered into negotiations with the objective of concluding a legal contract. In April 2009, just before celebrating his twenty-eighth birthday, Shay was delighted when the landlord said yes to an annual rent of €8,000...

(B) 'For a contract to be legally enforceable certain essential elements must exist.'

Discuss this statement with reference to the rental of the premises by Shay Doherty for Atlantic Surf.

State + → Develop all good	Capacity to Contract means a person (Shay) must be over 18, not bankrupt or acting Ultra Vires. It is the ability to enter in to a legal contract. Shay had this (age)
(A)	"In April 2009, just before celebrating his twenty eight birthday" ↑ this DQ is perfect - one line long and relevant to the point given.
(B)	Shay had capacity to contract because in the text it said he just had a birthday and was over 18. ↑ this isn't a DQ because it just says what happens - a <u>direct quote</u> is required.

You can see above that the bottom link (B) to the ABQ text would carry no marks because while it is correct information and relevant, the ABQ requires a direct quote like the bottom link which appears in quotation marks and is directly from the ABQ text (see (A) above).

2015 ABQ - Unit 2, 3 and 4 - Harte Shoes Ltd (extract)

... Martin Harte, the owner, began to realise that the centuries-old footwear industry was in decline, largely as a result of cheaper imports from manufacturers in Eastern Europe. He decided to review the company's corporate strategy in order to make his company viable in the future.

His solution was based on the ever increasing popularity of Irish dance worldwide. The outstanding success of productions such as *Riverdance*, *Lord of the Dance* and the popularity of competitions such as the Irish Dance World Championships have seen a global increase in the numbers of girls and boys learning Irish dancing. Martin's goal was to create a range of soft and hard dance shoes, using the finest and most durable leather, and so well engineered that they would provide protection and comfort for Irish dancers worldwide...

Martin invested a further €50,000 into the business to be used for modernising plant and equipment...

(A) Do you think that Martin Harte displayed enterprising skills/ characteristics? Explain your answer with reference to the text of the ABQ.

MS: Yes = 2; 3 @ 6m (2+2+2) (Name, Explain/Theory, Link)

Yes

Innovative

Entrepreneurs are **creative** and good at **coming up with new ideas** and better ways of doing things. They constantly look for new ideas and ways of **improving** what they do, thinking **outside the box** to develop new products or new/improved versions of existing products.

Martin came up with a solution for dance shoes so he was innovative.

Reality Perception/ Realistic

An entrepreneur sees situations for what they are and not as he would like them to be. They can anticipate future trends and not get stuck continuing to produce the same thing, and not responding to customer's changing demands.

Martin showed this by realising that cheaper imports were negatively impacting sales in the footwear industry.

Risk Taker

Being an entrepreneur involves taking both **personal and financial risk** in pursuit of a business idea. Successful entrepreneurs are **not afraid** of taking risks. They are realistic risk takers, able to assess the **risk to reward** ratio well.

Martin put his money where his mouth is by investing €50,000 of his money.

NO MARKS ARE GIVEN FOR REFERRING TO THE TEXT FOR A LINK

LETS HAVE A GO AT WRITING IN THE CORRECT LINK

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NOW LETS COMPARE TO SOME CORRECT ANSWERS

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