



AN ROINN OIDEACHAIS AGUS EOLAÍOCHTA | DEPARTMENT OF EDUCATION AND SCIENCE

*Scéimeanna Marcála*

*Scrúduithe Ardteistiméireachta, 2001*

*Gno*

*Ardleibhéal*

*Marking Scheme*

*Leaving Certificate Examination, 2001*

*Business*

*Higher Level*

## Leaving Certificate Business Higher Level Marking Scheme 2001

### Section 1 Short Answer Questions (SAQ) - 80 marks

8 at 10 marks

1. 5 at 2 marks
2. 6 + 4 marks
3. 5 at 2 marks
4. 6 + 4 marks explanation
5. 6 + 4 marks
6. 6 + 4 marks
7. 6 + 4 marks
8. 6 for Memo and 2 at 2 marks for promotions
9. 6 + 4
10. 2 + 2 + 2 + 2 + 2 marks

### Section 2. Applied Business Question (ABQ) - 80 marks

- (a) Two areas of control 2 at 15. (5 + 5 + 5) Reason plus **Illustration from text of the ABQ**
- (b) Strategies for Change. 3 at 10 marks. (5+5) **Related to the text of the ABQ**
- (c) Future of the enterprise  
2 points at 10 marks each. (5+5) **Must have reference to text of ABQ**

### Section 3

#### Question 1.

- (a) Entrepreneurs and Investors 7 + 8 marks. (4+3 and 4+4) Contrast
- (b) Contract. 10 marks (5+ 5)  
Invitation to Treat. 10 marks (5+ 5)
- (c) Sale of Goods and Supply of Services Act 1980. 5 at 5 marks (2+3) **Must Evaluate for 25 Marks**

#### Question 2

- (a) Private Limited Co. and Public Limited Co. PLC. 4 at 5 marks.(1+2 + 2)
- (b) Community Development Organisation 7 + 7 + 6 marks (3+4) and (3+3) **Must Discuss**
- (c) Economic Variable 4 at 5 marks.(3 + 2) marks. **Must analyse.**

### Question 3

- (a) International Trade 3 at 7 marks (3+4)  
Trading Blocks 7 marks  
Transnational Companies 7 marks **Must analyse.**  
(b) E U Decision making process 5 at 5 marks (3+2)

### Question 4

- (a) Business Letter 8 marks (4at 2 marks) and 3 benefits of ICT at 4 marks (2+2)  
(b) Delegation 5 + 5 + 5 marks. **Must Illustrate.**  
(c) Planning 2 at 8 (4 + 4) and 1 at 9 (4 + 5) marks **Must use examples / Reasons**

### Question 5

- (a) Sources of Finance. 7 + 7 + 6 marks. (4 + 3) and (4 + 2) At least one from each  
(b) Risk Management 10 marks (6 + 4)  
Illustration 10 marks (6 + 4)  
(c) Taxes 7 + 7 + 6 marks **Must give reasons** (2 + 2 + 3) and (2 + 2 + 2)

### Question 6

- (A) Financial Statements 3 at 10 (6 +4) marks. At least one from either (I) or (ii)  
(B) Calculations 4 at 5 marks  
Trends 2 at 5 marks

### Question 7

- (a) New Business Ideas. 2 at 7 (4 + 3) and 1at 6 marks (4 + 2)

(b)	B E Chart	Chart with Wrong Calcs	Calcs.With no chart	Answer no workings
Scale	4 marks	4	0	0
Fixed Cost Line	4 marks	4	0	0
Total Cost Line	12 marks	0	0	0
Track the Sales line	5 marks	5	0	0
Identify Break Even Point	5 marks	3	8	3
Profit at Full Capacity	5 marks	3	8	3
Margin Of Safety	5 marks	3	8	3

### Incorrect Figures

3 marks out of 5 for showing Break Even Point, Profit at Full Capacity and Margin Of Safety

**Figures Only:** 24 marks (Profit 8 + BEP 8 + Margin of Safety in Units 8)

**Answers Only :** Profit 3 marks + BEP 3 marks + Margin of Safety in Units 3 marks

**Workings done /not identified on chart:** Profit 3 + BEP 3 + Margin of Safety 3 marks