



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Examination 2024

Business

Section 1 and Answerbook

Higher Level

Thursday 13 June Morning 9:30 - 12:30

400 marks

Examination Number

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Date of Birth

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For example, 3rd February
2005 is entered as 03 02 05

Centre Stamp

Instructions

Write your Examination Number and your Date 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 three sections in this examination. Questions for **Sections 2 and 3** are supplied separately but your answers must be written in this Answerbook.

Candidates are required to answer:

- (A) Eight questions from Section 1 and**
- (B) The Applied Business Question in Section 2 and**
- (C) Four questions from Section 3 as follows:**
 - One question from Part 1**
 - One question from Part 2**
 - and any other Two questions from Part 1 or Part 2.**

All questions in section 3 carry equal marks.

Make and Model of calculator used:

This section is compulsory. Answer eight questions. Each question carries 10 marks.

1. **Column 1** is a list of business terms.
Column 2 is a list of possible explanations for these terms.
(One explanation does not refer to any of these terms.)

Column 1: Terms	Column 2: Explanations
1. Partnership	A Two businesses join together to form a new legal entity.
2. Co-operative	B A business with a minimum of 2 and a maximum of 20 owners.
3. Franchise	C A business owned, financed and controlled by the government.
4. Merger	D A business set up, owned and controlled by its members for their mutual benefit.
5. Takeover	E A business taking control of another business by purchasing the majority of its voting shares.
	F The right to use a business model in exchange for a fee and a percentage of profits.

Match the two lists by placing the letter of the correct explanation under the relevant number below.

1	2	3	4	5

2. In the context of business, what do the following letters stand for?
Write each answer in the space provided.

IDA	
CEO	
ECB	
CRO	
WTO	

3. (i) Explain the term Community Development.

(ii) Outline **one** service offered by a community development organisation of your choice.

4. Circle the **correct option** in the case of **each** of the following statements.






- (i) The difference between the target output in units and the breakeven point in units is referred to as the ***total revenue/margin of safety***.
- (ii) A breakeven chart ***does/does not*** consider economies of scale.
- (iii) In a breakeven chart the ***fixed costs/total costs*** remain the same irrespective of an increase in the output of units.
- (iv) The total revenue in a breakeven chart is calculated by multiplying the forecast output in units by the ***variable cost per unit/ selling price per unit***.
- (v) A product makes a **profit/loss** before it reaches the breakeven point on a breakeven chart.

5. Outline **two** functions of the European Parliament.

(i)
(ii)

6. Distinguish between an **Embargo** and a **Quota**.

7. Write **True** or **False** after **each** of the following statements.

	Statement	True or False
1.	 <p>An example of a tactical plan is pharmaceutical firm Johnson and Johnson switching to source 100% of their electricity needs from renewable sources within the next 18 months.</p>	
2.	 <p>Netflix offering 52 weeks of paid parental leave to staff is an example of a business meeting their social responsibilities to their suppliers.</p>	
3.	 <p>State broadcaster RTE announcing targets to be achieved over the next five years is an example of a contingency plan.</p>	
4.	 <p>By 2025, DHL aims to have more than 500 gas powered vehicles in its fleet. This is an example of a mission statement.</p>	
5.	 <p>Nintendo planning for a new product launch in the next four weeks is an example of an operational plan.</p>	

8. Distinguish between **two** types of management control commonly used in a business.

9. Oliver Kiely owned a house worth **€300,000**. He insured this house for **€250,000**. A burst pipe in his attic caused damage of **€60,000** to the house.

(i) Calculate the amount of compensation the insurance company will pay Oliver.
Show your workings.

Workings	Answer

(ii) Explain the role of the assessor in insurance.

10. List **three** public relations methods commonly used by businesses. Provide an example for each method.

	Public Relations Method	Examples
1.		
2.		
3.		

11. Illustrate your understanding of a Joint Labour Committee.

12. (i) Explain the term teamwork.

- (ii) Name the **four** stages of team development.

1.
2.
3.
4.

Answerbook for Section 2

Instructions

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

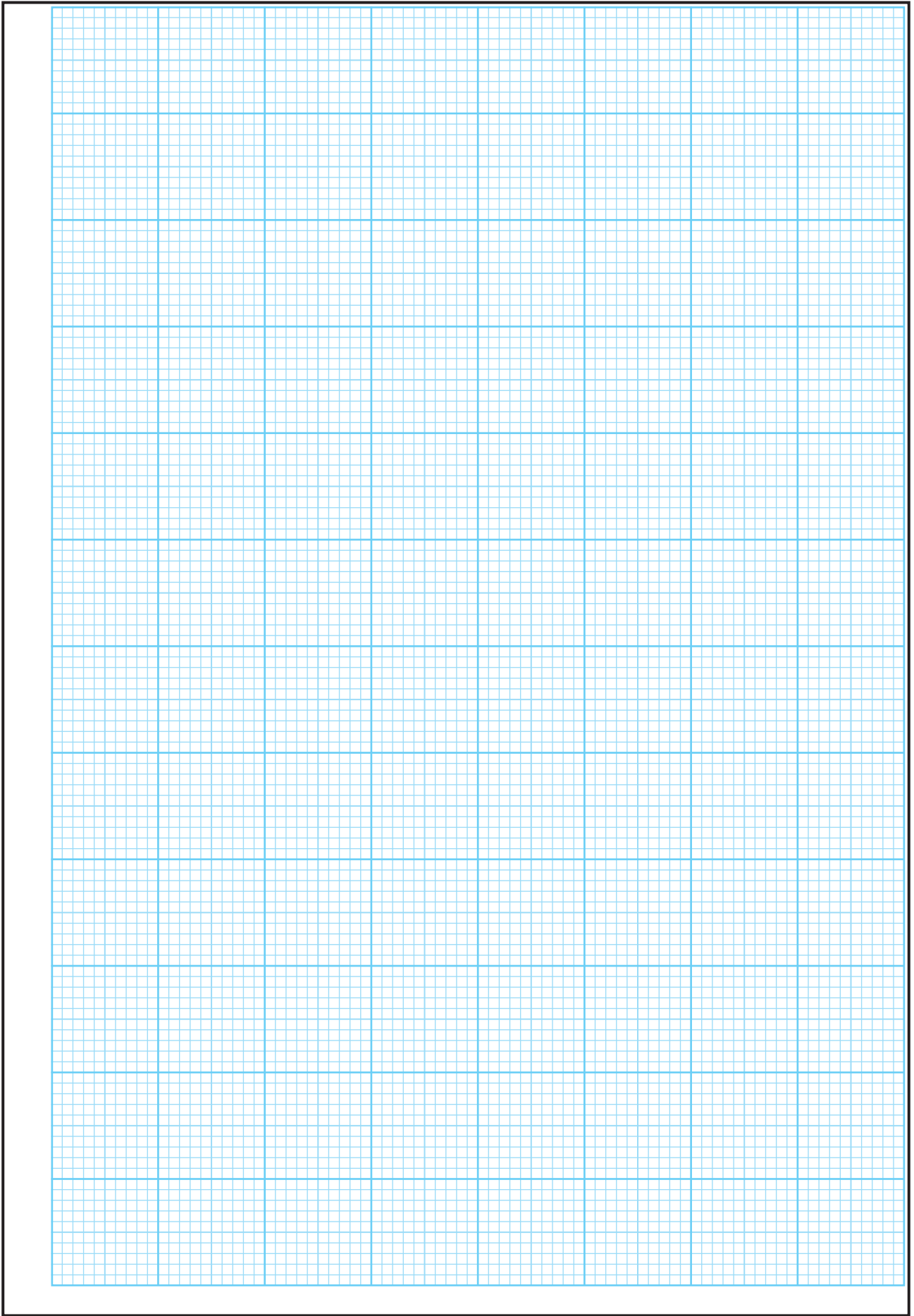
Start each question on a new page. Write the question number in the box at the top of each page. Use the left-hand column to label each part, as shown below.

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

Two pages of graph paper are provided in this answerbook. On pages with graph paper, the box for the question number is at the bottom of the page.

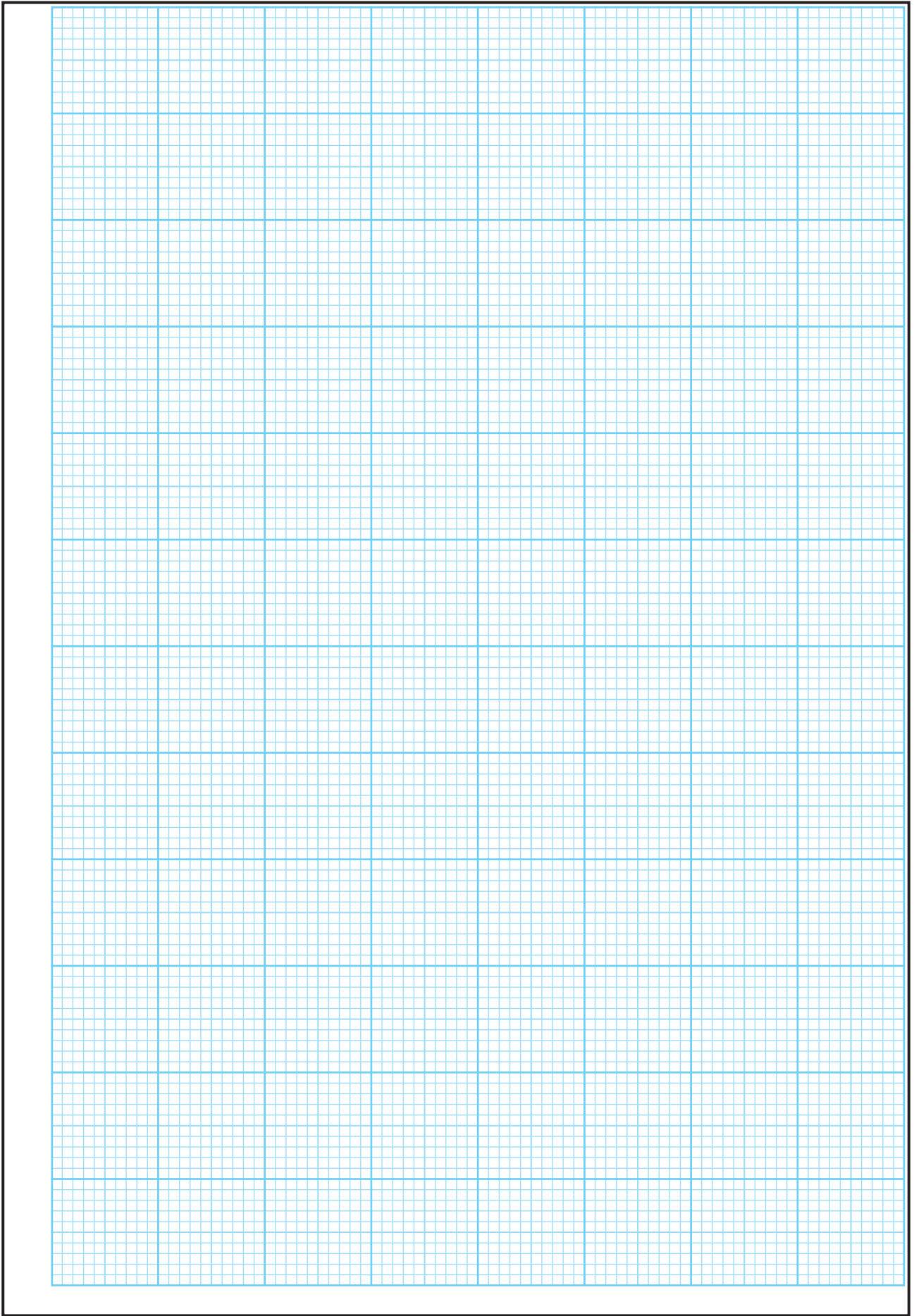
You do not need to use all of the pages in this answerbook. If you run out of space in this answerbook, you may ask the superintendent for more paper or graph paper.

Write your answers in blue or black pen. You may use pencil for sketches, graphs and diagrams only.



Question





Question



10

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