



Coimisiún na Scrúduithe Stáit  
State Examinations Commission

Leaving Certificate Examination 2024

Business

Section 1 and Answerbook

Ordinary Level

Thursday 13 June Morning 9:30 - 12:00

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

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## 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 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 from either Part 1 or Part 2.

**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.

ATM	
DIRT	
APR	

2. Choose the appropriate terms to complete the sentence below. (**One** term does not apply.)

**Court of Auditors**

**Parliament**

**Court of Justice**










Members of the European \_\_\_\_\_ are directly elected by citizens of the European Union. The European \_\_\_\_\_ ensures that the EU budget is spent correctly.

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

- (i) A functional structure divides the business into **departments / geographic locations**.
- (ii) A team based organisation structure is referred to as a **matrix / product** structure.
- (iii) A **narrow / wide** span of control means there are a large number of employees reporting to one manager.
- (iv) Delayering involves **adding / removing** layers of employees in the business.

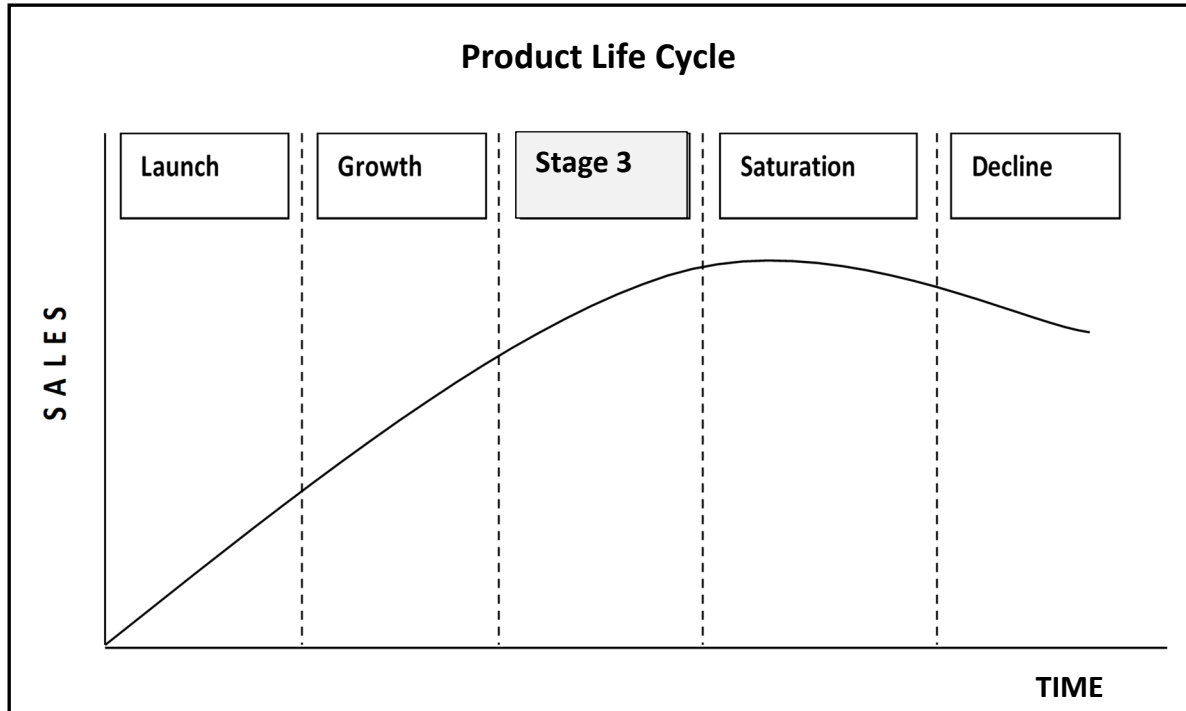
4. Indicate by placing a tick (✓) in the correct box, the **method of expansion** to which each statement relates.

Statement	Merger	Franchise	Takeover	Strategic Alliance
 allows other business owners to use their business model and logo in return for a fee and a percentage of profits.				
 Apple temporarily joined forces with  when they released 				
 and  joined their businesses together permanently to form a new company.				
 purchased over 51% of the shares of Costa Coffee to become its new owner.				

5. Outline **two** ways in which a business could be more environmentally friendly.

1.
2.

6. The diagram below illustrates the product life cycle. Answer the questions which follow.



(i) Identify the stage above, labelled stage 3. \_\_\_\_\_

(ii) Identify a stage of the product life cycle where sales decrease.  
\_\_\_\_\_

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

Statement	True or False
Variable costs remain the same regardless of how many units of a product are produced.	
The Breakeven point is the point at which revenue and costs are equal.	
Rent is an example of a fixed cost.	
The margin of safety is forecast sales minus the breakeven point.	

8. Calculate Ian Kenny's net annual take home pay from the following details.

<b>Name:</b> Ian Kenny	€	€	€
Gross Pay			38,000
<b>Deductions:</b>			
PAYE: (20% of €38,000)	7,600		
-Tax Credit	<u>- 3,550</u>		
Net PAYE		A	
PRSI: (4% of €38,000)		B	
USC: (3% of €38,000)		C	1,140
<b>Total Deductions:</b>			D
<b>Net Annual Take-home Pay</b>			E

**Workings:**

9. Match the explanation with the relevant State **agency/organisation** from the list below.



**Local Enterprise Office (LEO)**



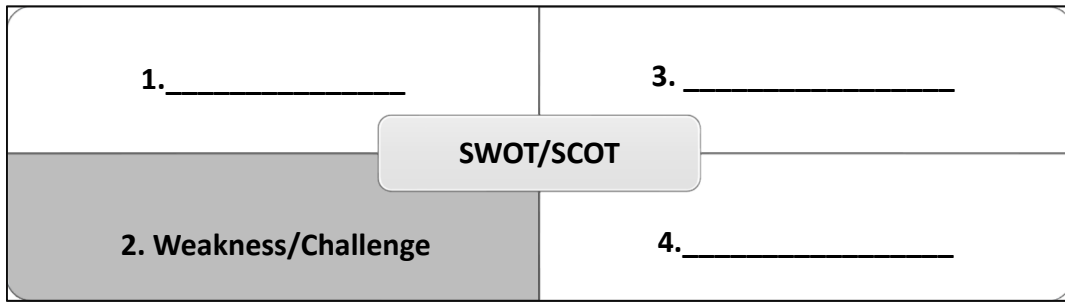
**IDA Ireland**



**Enterprise Ireland**

Explanation	Agency/Organisation
Assists existing Irish business in expanding into foreign markets	
Provides training, mentoring and grant aid to entrepreneurs setting up their business	
Attracts Multinational companies and global firms to set up in Ireland.	

10. Identify the **three** other elements of a SWOT/SCOT analysis.



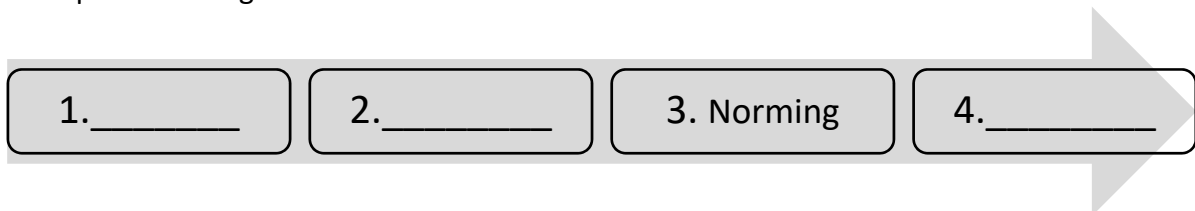
11. Outline **two** methods a business could use to encourage intrapreneurship.

1.
2.

12. Complete the table below by matching the correct remedy for breach of contract with the corresponding explanation.

	Rescind the contract	Compensation	Specific Performance
Explanation	The Judge orders the contract to be completed	The contract is cancelled	A sum of money is paid to the other party
Remedy			

13. Complete the stages in the formation of a team:



14. Indicate whether each of the following statements refers to a Public Limited Company or a Private Limited Company by writing **public** or **private** after each statement.

	Statement	Public or Private
(i)	The company can raise capital by selling shares to the public on the stock market.	
(ii)	This company can have a maximum of 149 shareholders.	
(iii)	PLC must be written after the company name.	

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. Tactical Plan	A Plan that covers the day-to-day running of the business.
2. Operational Plan	B A long-term plan for the business.
3. Contingency Plan	C Setting out the number and type of staff required in order to achieve the organisation's goal.
4. Strategic Plan	D A plan which sets out the overall vision/goal of the organisation.
5. Mission Statement	E Short-term plan for a business.
	F Back-up plan to cope with unforeseen events or emergencies.

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.

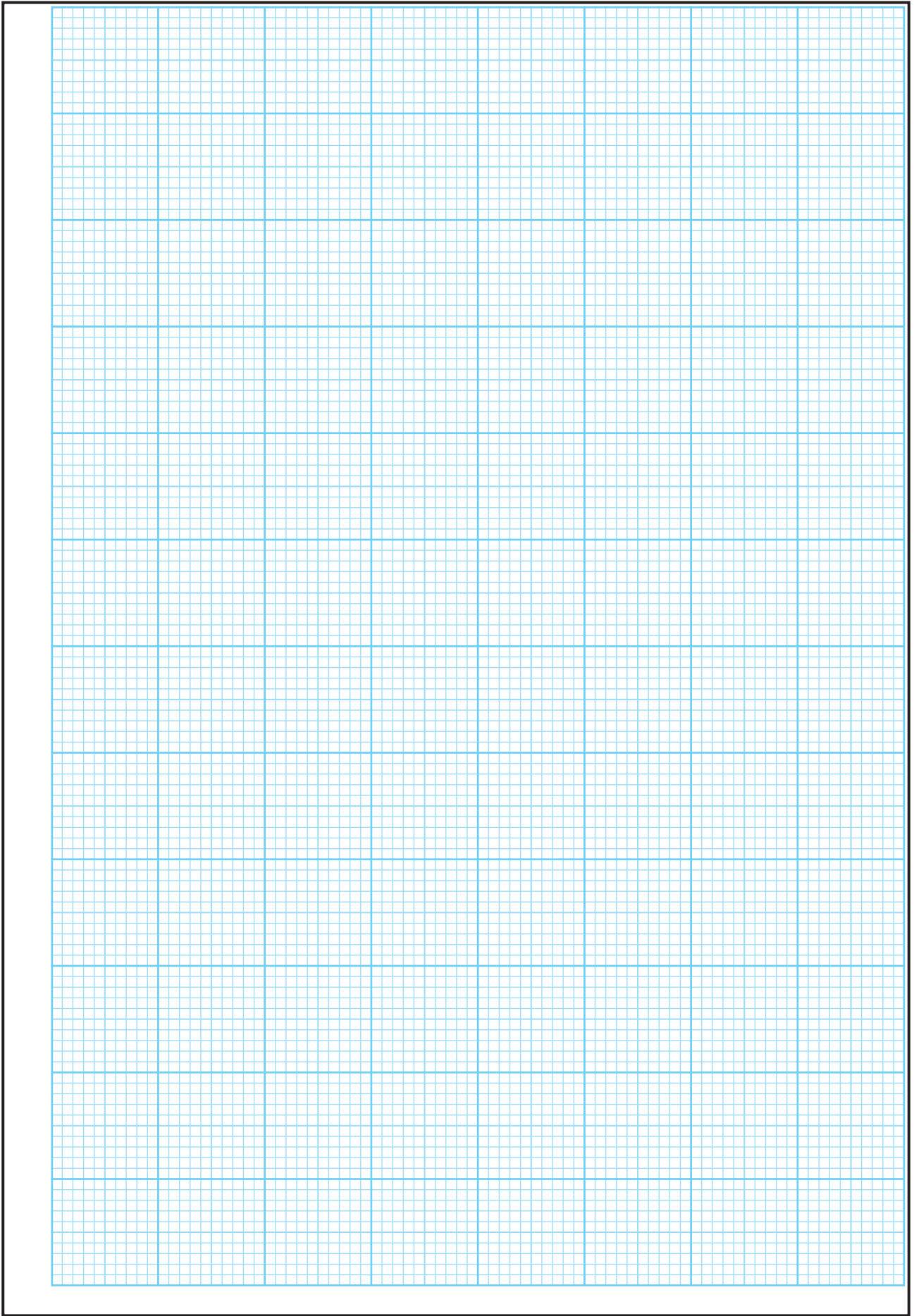
Use the left-hand column to label each part, as shown below.

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

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.

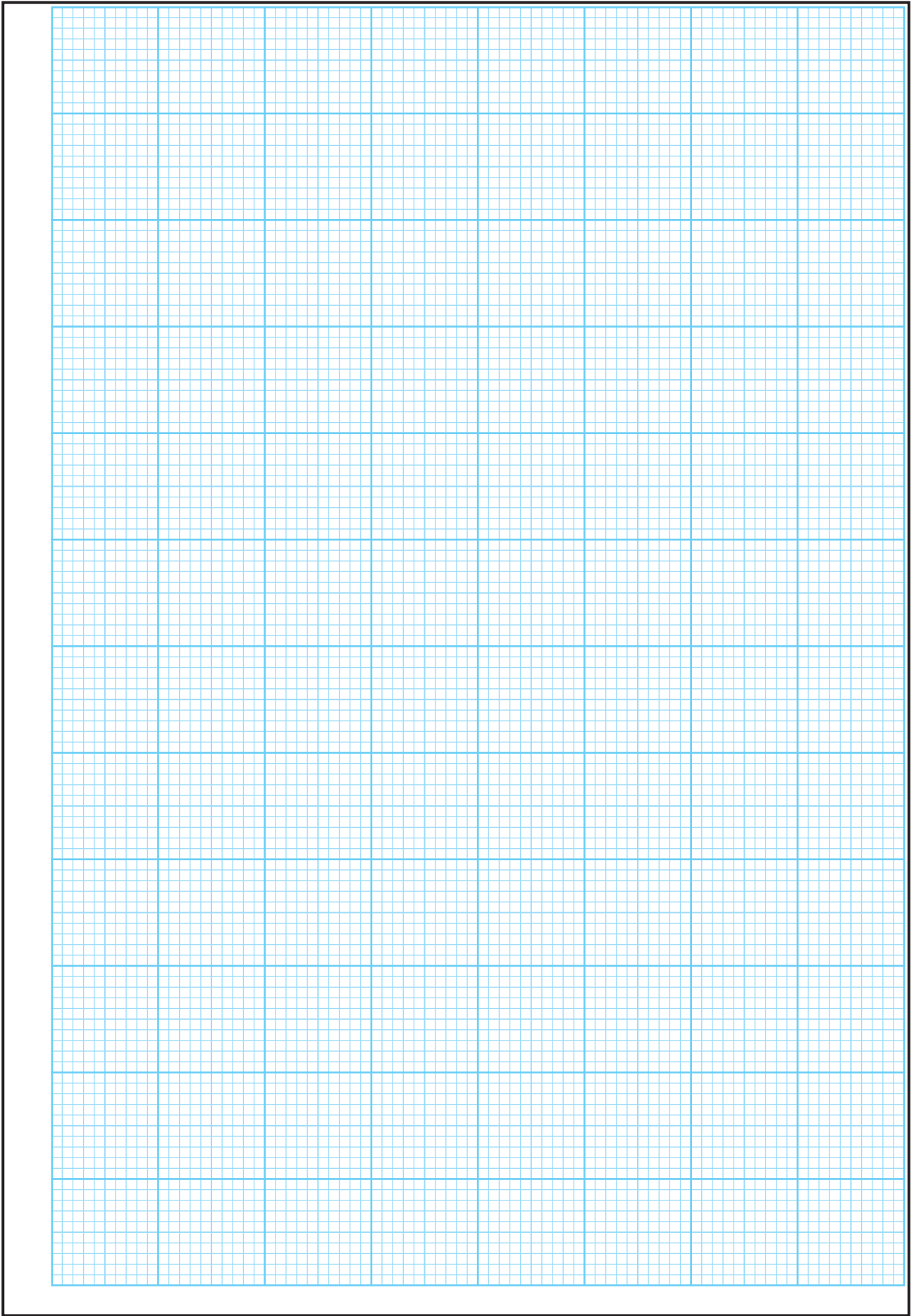
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Question



10



Question



















































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Leaving Certificate – Ordinary Level

## Business Section 1 and Answerbook

Thursday 13 June

Morning 9:30 - 12:00