2024.S43

2024J042C1EL

Coimisiún na Scrúduithe Stáit
State Examinations Commission

Junior Cycle Final Examination 2024

Business Studies

Common Level

Monday 10 June Afternoon 1:30 - 3:30

270 marks

Examination Number	
Date of Birth	/ /
Centre Stamp	

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

Instructions

There are **two** sections in this examination paper.

Section A	15 Questions	90 marks
Section B	3 Questions	180 marks

Answer all questions.

You may only use blue or black pen when writing your answers. You may use pencil for graphs only.

Write your answers in the spaces provided in this booklet.

Additional space is provided at the end of the examination booklet. Label any extra work clearly with the question number and part.

This examination booklet 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.

Calculators may be used.

Write the make and model of your calculator here:

Acknowledgements

Images
Image on page 3 www.buzz.ie
Image on page 6 www.rte.ie
Image on page 7 www.electricpicnic.ie
Image on page 9 www.cso.ie
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Section A	**90 marks**

Answer all questions.

All questions carry equal marks.

Question 1

Tick (✓) the correct box to show whether **each** of the following is a monetary reward or a benefit in kind for employees:

	Monetary Reward	**Benefit in Kind**
 Company Car		
 Wages		
 Gym Membership		

Question 2

The Irish Government has committed to increasing carbon tax year-on-year until it reaches €100 per tonne in 2030.

Adapted from www.esri.ie

Outline how taxes, such as carbon tax, affect each of the following:

Consumers:
Environment:

Question 3

Look at the following advertisement for an insurance company in Macroom, Co. Cork.

A1 Insurance Ltd
West Square, Macroom, Co. Cork.

Buildings €2.50 per €1,000

Burglar alarm installed - 9% discount

Lucas and Katrina would like to insure their house for €320,000. They have no burglar alarm.

(i) Using the above information, calculate the cost of their insurance premium from A1 Insurance Ltd.

Cost of Insurance €	Workings

(ii) Calculate how much Lucas and Katrina could save if they were to install a burglar alarm.

Saving €	Workings

Question 4

Domestic electricity customers will get €450 credit. Adapted from www.citizensinformation.ie

Outline **two** reasons why, in your opinion, the government gave all households a €450 electricity credit.

1.
2.

Question 5

The number of people at work in the Irish economy increased by 4.1% in Q1 2023 (the first quarter of 2023). Adapted from www.cso.ie

Outline **two** benefits for the Irish economy of this increase in the number of people at work.

1.
2.

Question 6
Complete the Statement of Financial Position (extract) below by filling in the **three** unshaded areas, numbered (i) to (iii).

Statement of Financial Position as at 31/12/2023			
	€	€	€
	Cost	Depreciation	Net Book Value
Fixed Assets			
Buildings	550,000	11,000	(i)
Equipment	92,000	(ii)	82,800
	(iii)	20,200	621,800

Workings if required:

Question 7

The eurozone expanded to 20 nations when Croatia joined on 1 January, 2023. Adapted from www.rte.ie

(i) Complete the following sentence:

The eurozone is:

(ii) State **one** benefit of membership of the eurozone for Ireland.

Question 8

Using the information below differentiate between the rights and responsibilities of an **employee**. Place a tick (✓) in the correct box.

	Right	**Responsibility**
To follow all health and safety procedures in the workplace		
To be paid at least the minimum wage		
To join a trade union		

Question 9

Katie Sexton has savings in a deposit account for her upcoming wedding. She has earned €200 interest on these savings which is liable for DIRT at a rate of 33%.

(i) DIRT stands for:

Deposit I____________________ R___________________ T_______________

(ii) Calculate how much DIRT she will pay to the Government on her interest.
Show your answer in the space provided.

Answer	Workings
€	

Question 10

Electric Picnic is an annual music and arts festival held in Ireland.

It is an example of a cultural enterprise.

What role does a **cultural** enterprise play in society?

1.
2.

Question 11

Place the following business documents in the correct order: (One is completed for you.)

Invoice, Quotation, Letter of Enquiry, Receipt

1.	
2.	Quotation
3.	
4.	

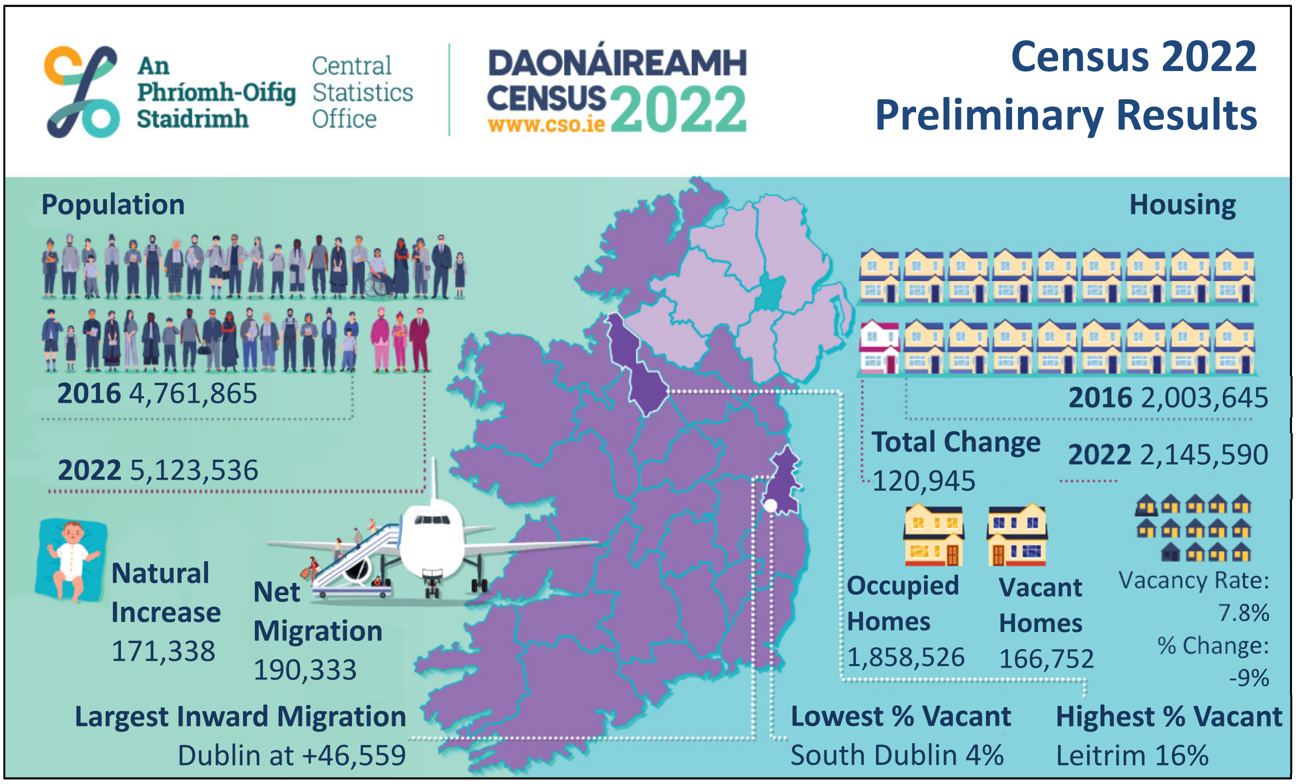
Question 12

David Byrne's monthly wage is €3,000. He pays PAYE at the rate of 20% and has a monthly tax credit of €295.

Calculate David's monthly net pay by filling in the **five** unshaded areas, numbered (i) to (v), in the table below.

David Byrne	€	€	Workings
Gross Pay		(i)	
PAYE @ 20%	(ii)		
Less Tax Credit	(iii)		
Tax payable		(iv)	
Net Pay		(v)	

Question 13



(i) According to the infographic above, what is the population of Ireland in 2022?

(ii) Explain **one** impact that an increase in population might have on Irish society.

Question 14

Tom has €10 to spend. He wants to buy phone credit and a t-shirt, but he does not have enough money to buy both items. He chooses to buy €10 phone credit.

Using the above information identify the financial cost and the opportunity cost for Tom.

Financial Cost:
Opportunity Cost:

Question 15

Almost 50% of influencer ad content not tagged as advertising.

Adapted from www.ccpc.ie

(i) Name the law which protects consumers from false or misleading advertising.

(ii) Explain **one** drawback to a consumer of shopping online:

Drawback:

Section B	180 marks

Answer all questions.

All questions carry equal marks.

Question 16

(a)

Kellogg's

Kellogg's is a global company selling well known brands such as Corn Flakes, Crunchy Nut, Rice Krispies and Coco Pops.

(i) Explain what is meant by a global company.

(ii) Three other company logos are pictured below. Place a tick (✓) to identify which companies are global.

Company Logo	Mcdonald's	Google	PAT The BAKER So fresh it's famous
Global			

(iii) Explain **two** challenges facing global companies such as Kellogg's.

1.
2.

(b) Kellogg's launched a new product, *Hazelnut Choc Coco Pops,* to the Irish Market in 2022. They have 30% less sugar than other chocolate covered rice cereals.

(i) Identify a target market for the new *Hazelnut Choc Coco Pops*.

(ii) State **one** method of desk research and **one** method of field research that Kellogg's could use to identify its target market:

Desk Research:
Field Research:

(iii) Kellogg's is very proud of its commitment to global sustainability working towards eight goals, one of which focuses on the area of packaging.

Explain the term 'sustainable development'.

(iv) In addition to making food that customers love, Kellogg's have a commitment to doing what's best for people and the planet.

Kellogg's, 2020 Goals

Other than *resource-efficient packaging*, outline **two** ways in which Kellogg's can operate in a sustainable manner to protect people and the planet.

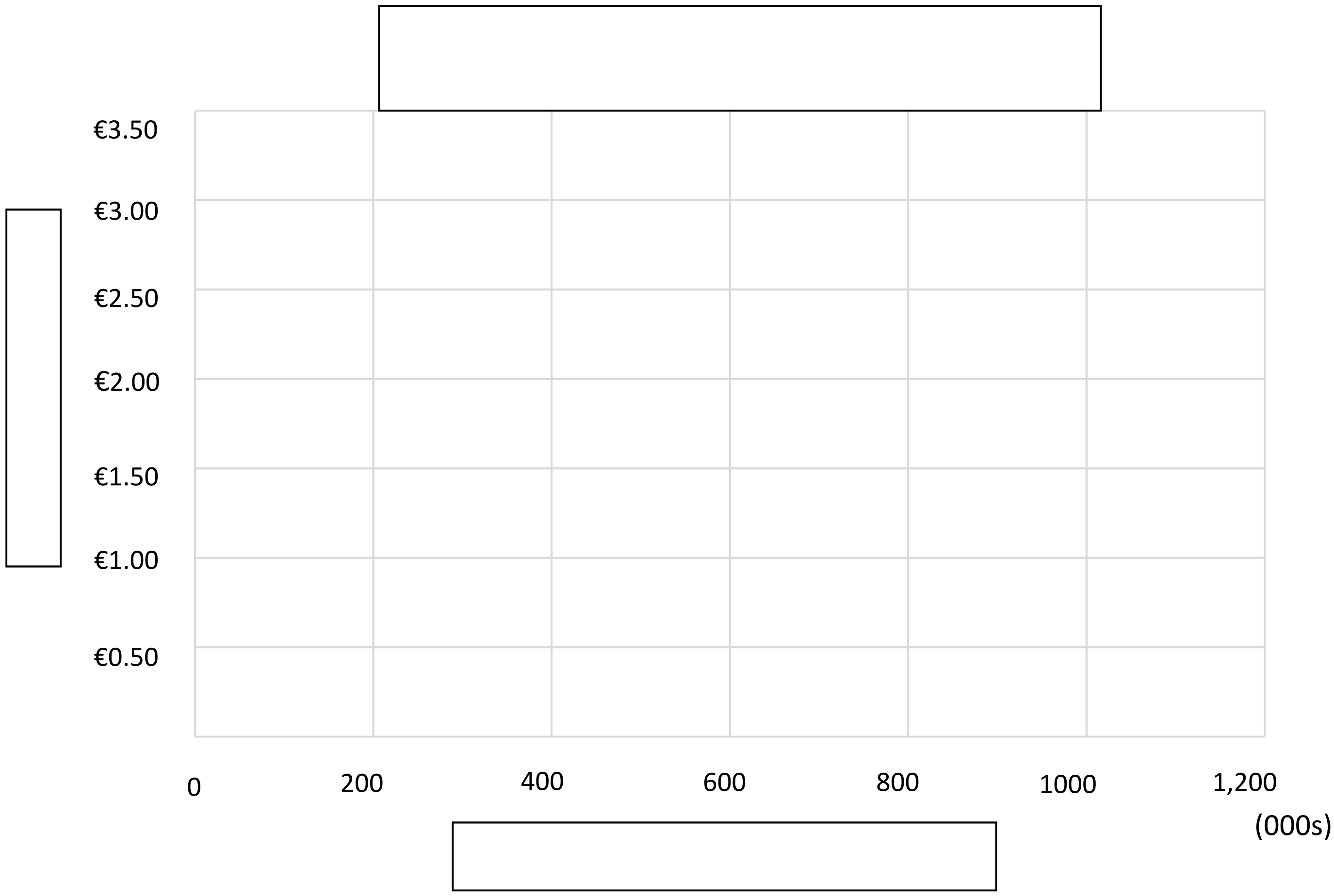
1.
2.

(c) A competitor has entered the breakfast market selling Corn Crispies, a fluffy and light morning cereal.

The predicted supply and demand from market research is listed below:

Price	Quantity Demanded (000s)	Quantity Supplied (000s)
€1.00	1,000	200
€1.50	800	400
€2.00	600	600
€2.50	400	800
€3.00	200	1,000

(i) Using the information above, draw and label the demand and supply curves for Corn Crispies, include a title for your graph and label each axis.



(ii) Using your diagram, or otherwise, identify the equilibrium price and equilibrium quantity.

Write your answers in the table below.

Equilibrium Price:	€
Equilibrium Quantity:	units

(iii) Outline **two** factors other than competition, the new company should consider when deciding the price for their new product Corn Crispies.

1.
2.

Question 17

Clean Cosmetics Ltd is an organic skincare retailer located in Dublin.
To further increase sales, they have recently launched an online store.

(a) Complete and balance the Analysed Cash Book of Clean Cosmetics Ltd for the month of May 2023 using the information below:

Date	Transaction	Amount €
04/05/23	Sold goods	15,000 plus VAT 23%
09/05/23	Shareholders invested capital into the business	12,500
12/05/23	Paid telephone & broadband	1,700
17/05/23	Purchased goods for resale	10,000 plus VAT €2,300
26/05/23	Paid wages	14,000
30/05/23	Sold goods	18,000 plus VAT 23%

Workings if required:

Dr			Analysed Cash Book of Clean Cosmetics Ltd									Cr
Date	Details	Bank	Sales	VAT	Capital	Date	Details	Bank	Purchases	VAT	Wages	Telephone & Broadband
2023		€	€	€	€	2023		€	€	€	€	€

(b) Post all totals and balances from the Analysed Cash Book of Clean Cosmetics Ltd to the relevant ledger accounts below.

Dr ______________________________ **a/c** **Cr**

Date	Details	Total	Date	Details	Total

Dr ______________________________ **a/c** **Cr**

Date	Details	Total	Date	Details	Total

Dr ______________________________ **a/c** **Cr**

Date	Details	Total	Date	Details	Total

Dr ______________________________ a/c Cr

Date	Details	Total	Date	Details	Total

Dr ______________________________ a/c Cr

Date	Details	Total	Date	Details	Total

Dr ______________________________ a/c Cr

Date	Details	Total	Date	Details	Total

(c) **(i)** One of the expenses of Clean Cosmetics Ltd is telephone & broadband.
Outline **two** benefits of reliable and high-speed broadband to Clean Cosmetics Ltd.

1.
2.

(ii) Clean Cosmetics Ltd is considering various promotional methods to market its products. They have decided to advertise on social media.

List **two** social media platforms they could use to target potential customers.

1.
2.

(iii) Recommend two other methods of **promotion** that Clean Cosmetics Ltd could use to market its products. Give a reason for each recommendation.

Method 1:
Reason:
Method 2:
Reason:

Question 18

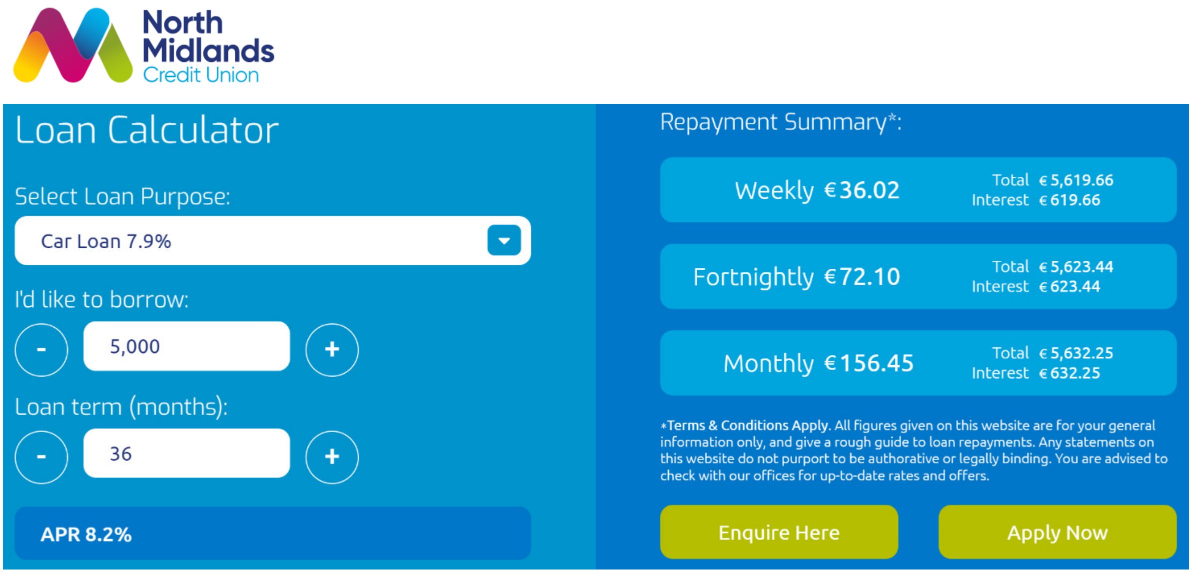
(a) Mary Fahey has recently completed her Leaving Certificate and has accepted a place studying Business at third level. She has €500 in opening cash on 1 October. She has provided the following information:

- Mary plans to spend €200 a month on groceries and food.
- Bills for electricity will amount to €30 in October, €50 in November and €55 in December.
- Mary's mobile phone contract costs €45 per month.
- Mary plans to spend €80 a month on entertainment. She will spend an additional €70 in December.

Using the information provided, complete Mary's budget.
Mary's total income and fixed expenditure has been completed for you.

Mary's Budget	**October**	**November**	**December**	**Total**
Planned Income				
Mary – wages	480	480	580	1,540
SUSI grant	340	340	340	1,020
Monthly allowance	200	200	200	600
Total Income (A)	**1,020**	**1,020**	**1,120**	**3,160**
Planned Expenditure				
Fixed Expenditure				
Rent	650	650	650	1,950
Subtotal	650	650	650	1,950
Irregular Expenditure				
Groceries and food				
Electricity				
Mobile Phone				
Subtotal				
Discretionary Expenditure				
Entertainment				
Subtotal				
Total Expenditure (B)				
Net cash (A – B)				
Opening cash				
Closing cash				

(b) Mary is thinking of purchasing a car to make her commute to college easier. She is considering taking out a loan of €5,000 to purchase a car. She has completed some online research and found the following repayment options available at her local Credit Union.



(i) If Mary took out the loan in October and chose the **monthly** repayment option shown above, what would the total repayment be in one year?

Answer	Workings
€	

(ii) What effect would the monthly loan repayment have on her net cash figure in October?

Effect:

(iii) In addition to the loan repayment, outline **two** other expenses of running a car.

1.
2.

(iv) Would you recommend that Mary purchases a car? Give a reason for your answer.

Recommendation:
Reason:

(c) **(i)** Mary receives an education grant from the Government (SUSI – Student Universal Support Ireland) to support her in third level education.

Outline **two** reasons why the Government provides financial support for some students in third level education.

1.
2.

(ii) The SUSI grant is paid directly into Mary's bank account.

Explain **two** other services provided by banks for current account holders.

1.
2.

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Label all work clearly with the question number and part.

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Label all work clearly with the question number and part.

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Label all work clearly with the question number and part.

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Business Studies

Monday 10 June

Afternoon 1:30 - 3:30