2027.M56S1

2027L033G1ES1

Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Examination
Sample 1

Business

Ordinary Level

2 hours 30 minutes

300 marks

Examination Number

Date of Birth

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

Centre Stamp

Instructions

There are **five** questions in this paper.

Question 1	90 marks
Questions 2 to 5	70 marks each

Answer **Question 1** and any **three other** questions.

Write your Examination Number and your Date of Birth in the boxes on the front cover.

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

Write your answers in the spaces provided in this booklet. There is additional space at the end of question one and at the back of the booklet. Label any such 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.

Question 1 is compulsory. Answer all parts.

Question 1 **The Business World** **(90 marks)**

EverGlow Organics Ltd Poised for Global Expansion

Irish Skincare Success Story Eyes Europe and Asia

EverGlow Organics Ltd is a successful Irish company specialising in organic skincare for men and women. The business has grown steadily in Ireland and now plans to expand into Europe and Asia. The company is motivated by a growing demand for organic products and the potential to save money through economies of scale.

Adapting to New Markets

While their products have been well-received in Ireland, the company's management team is mindful of differences in culture, language, traditions, and income levels in the new markets. The business may need to adjust elements of its marketing mix to appeal to international consumers. The company recognises that conducting market research will be crucial before entering these markets. They will need to receive direct feedback from potential consumers and analyse existing data on market trends in each country.

Funding and Financial Considerations

EverGlow Organics Ltd is considering various financing options, such as applying for a long term loan or seeking investors. In addition to the financial risk, the company is concerned about changing exchange rates and established businesses in the new countries.

Investing in People and Technology

To support its growth, the business will hire freelance content creators to promote its products to new audiences. The company also plans to invest in new technology to handle increased demand and ensure effective communication. Recently, the team conducted a force field analysis to examine the driving and restraining forces related to the expansion.

(a) **(i)** Indicate the ownership structure under which EverGlow Organics Ltd operates by putting a tick (✓) in the correct box.

Private Limited Company	☐
Sole Trader	☐

(ii) Indicate whether each of the following statements is true or false by putting a tick (✓) in the correct box.

Statement	**True**	**False**
The European Union (EU) is an example of a trading bloc.		
An increase in exports by EverGlow Organics Ltd will improve Ireland's balance of payments.		
A tariff is a ban on specific goods being imported into a country.		

(b) Describe how EverGlow Organics Ltd may need to adjust its packaging (physical evidence) and price when expanding into international markets.

Packaging (Physical evidence):
Price:

(c) *EverGlow Organics Ltd conducted a force field analysis to examine the forces for (driving) and the forces against (restraining) the expansion.*

Using examples from the text, identify **two** driving forces and **two** restraining forces relating to the expansion of EverGlow Organics Ltd.

Driving Forces
1
2
Restraining Forces
1
2

(d) *Conducting market research will be crucial before Everglow Organics Ltd enters these new markets.*

Discuss **two** types of market research EverGlow Organics Ltd may use before expanding their business.

1
2

(e) *To support its growth, the business will hire freelance content creators to promote its products to new audiences.*

Identify **two** advantages and **two** disadvantages for a worker engaging in freelance work.

Advantages
1
2
Disadvantages
1
2

(f) *EverGlow Organics Ltd is considering various financing options.*

Identify a suitable source of finance EverGlow Organics Ltd may use to fund their plans. Give a reason for your choice.

Source of finance:
Reason:

(g)

Managers at EverGlow Organics Ltd are concerned about communication challenges in the expanded business. Employees will be based in different countries. While managers value personal interaction, they acknowledge that in-person meetings are impractical. The company is now facing the difficulty of communicating with consumers all over the world.

Discuss the ways EverGlow Organics Ltd can use technology to overcome the potential communication challenges as described above.

Challenge:
Solution:
Challenge:
Solution:

Additional space for answers to Question 1.
Label each part clearly.

Answer any three questions from questions 2, 3, 4 or 5.
Each question carries 70 marks.

Question 2 **(70 marks)**

(a)

Amazon, founded by Jeff Bezos in 1994, is one of the world's largest online retailers. Its shares are listed publicly on the stock market.

(i) Choose the correct words from the list provided to complete the sentence below. (two words do not apply)

Private **Public** **Unlimited** **Limited**

Amazon operates as a ________________ listed company whose owners have

__________________ liability.

(ii) Indicate whether each of the following statements is true or false, by putting a tick (✓) in the correct box.

Statement	True	False
The owners of a company are known as shareholders.		
Privatisation is the transfer of a business from the government to the private sector.		
A cooperative is owned and controlled by the government.		

(b) Human Resource issues have led to official strikes and protests at Amazon facilities in the UK, the US, and parts of Europe.

(i) Outline **two** reasons for conflict in a workplace.

1
2

(ii) Explain **one** impact conflict may have on a workplace.

(c) Explain **two** internal methods that managers at Amazon could use to resolve employee conflict.

1
2

(d) (i) Indicate by means of a tick (✓) in the correct box the business model that best describes each of the online businesses listed below.

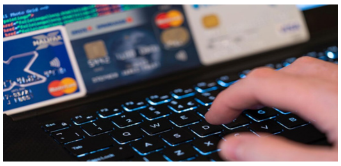
Business	Marketplace	Subscription	Crowdfunding
ebay			
gofundme			
NETFLIX			

(ii) Describe any **one** of the following business models

- Marketplace
- Subscription
- Crowdfunding

Business Model:
Description:

(e)



Almost €100m stolen through fraud and scams in Ireland in 2023

A report has found that card fraud accounted for 36% of gross fraud losses in 2023 and 34% of the total losses from unauthorised electronic transfers.

(i) Explain **three** ways consumers can protect themselves against fraud.

1
2
3

(ii) When accessing digital services, consumers have a number of rights.
Indicate whether each of the following statements is true or false, by putting a tick (✓) in the correct box.

Statement	True	False
EU digital service providers must notify consumers before changing their terms of service.		
EU consumers have a 14-day cooling-off period, to cancel a service without reason.		
Consumers have more legal protections when purchasing from a non-EU retailer compared to buying from within the EU.		

Question 3 **(70 marks)**

(a) 99% of the top 500 companies in Europe participated in some form of ESG reporting.

(i) What do the letters ESG stand for? (Write your answer in the space below)

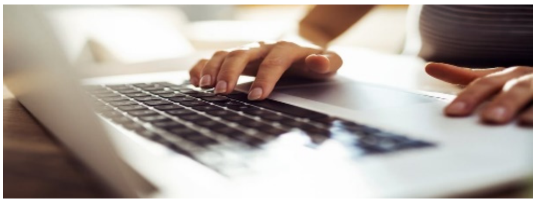
E	S	G

(ii) Below is a list of topics often included in an ESG report.

Indicate the area of the ESG report to which each topic relates below by putting a tick (✓) in the correct box. (One topic is completed for you.)

	E	S	G
Employee Wellbeing		✓	
Pollution Prevention			
Community Involvement			
Structure of the Board of Directors			

(b) Nearly half of Irish jobseekers would refuse a job offer if it did not include remote working options, according to IrishJobs.ie.



Identify **two** benefits and **two** challenges associated with remote working for an employee.

Benefits
1
2
Challenges
1
2

(c) State **two** ways a manager can promote corporate wellness.

1
2

(d)

84% of businesses plan to increase pay in 2025 according to a survey carried out by IBEC.

Based on current legislation, explain **two** rights of employees that are related to pay.

1
2

(e) Outline **two** factors, apart from pay, that can improve employee motivation in the workplace.

1
2

(f)

The right to request flexible working arrangements for parents and carers is a requirement of the European Union (EU) Work Life Balance Directive.

(i) Identify **two** European Union (EU) policy making institutions.

1
2

(ii) Circle the **correct option in each** of the following statements.

- An EU **directive / regulation** applies to all EU member states and has immediate effect.

- An EU **opinion / regulation** allows an EU institution to make a statement that is not legally binding.

(g) Describe **two** benefits of EU membership to the Irish economy.

1
2

Question 4 **(70 marks)**

(a) Claire is planning to set up a savings account and is considering choosing one of the options shown below.

Option 1: Trade Republic

TRADE REPUBLIC	**Savings Account**	No minimum Term	Instant Access
	Deposit Guarantee Scheme	Min / Max savings (total deposit) €1 / €50,000	3.75% AER

Option 2: Bank of Ireland

Bank of Ireland	**SuperSaver Account**	No minimum Term	Restricted Access
	Deposit Guarantee Scheme	Min / Max savings (total deposit) €5 / €2,500	3.00% AER

(i) Indicate which savings option you would recommend to Claire, by putting a tick (✓) in the appropriate box.

Option 1: Trade Republic	
Option 2: Bank of Ireland	

(ii) Give a reason for your answer.

(iii) What do the letters AER stand for? (Write your answer in the space below)

A	**E**	**R**

(b) Outline **two** factors, apart from interest rates, that a person should consider when deciding where to save their money.

1
2

(c) Explain **two** advantages for consumers of setting up an account with a digital bank such as Trade Republic.

1
2

(d)

Should Ireland follow France in tackling fast fashion?

In an effort towards a more circular economy, law makers in France are seeking to place a levy (fee) on purchases from fast fashion giants like Shein and Temu.

(i) Explain the term circular economy.

(ii) Describe **two** ethical concerns of Irish consumers when purchasing from online retailers.

1
2

(e) Businesses use a variety of techniques to promote their products and services to their target audience.
Explain **two** promotion strategies used by businesses.

1
2

(f)

Government policy and legislation are tools used by the government to manage a country effectively.

(i) Choose the correct words from the list provided to complete the sentences below. (one word does not apply)

Symbols	**Laws**	**Plans**

Government policies are ______________________ that outline the government's intention.

Legislation refers to ____________________, which must be followed by all individuals and organisations.

(ii) Identify **one** government policy and describe the impact this policy may have on any sector of the Irish economy.

Government Policy:
Impact:

Question 5 **(70 marks)**

(a)

Alice Kelly, a 21-year-old baker, with 1.4 million TikTok followers, turned a horse box into a mobile bakery. She is now aiming to grow her business despite inflation challenges.

(i) Indicate whether each of the following costs is a fixed or a variable cost, by putting a tick (✓) in the correct box.

Costs	Fixed	Variable
Monthly rent for the bakery space		
Cost of ingredients		
Lease payments for equipment		

(ii) When planning for her business, Alice intends to use SMART objectives.
What do the letters SMART stand for? Fill in the blanks below.

S	Specific
M	
A	
R	Relevant
T	

(b) Explain **one** function of a feasibility study when developing a new business idea.

(c) Describe **two** supports the Irish government can provide to Alice as a new entrepreneur.

1

2

(d) Outline **one** impact inflation may have on Alice's business.

(e) Outline **two** challenges, apart from inflation, facing entrepreneurs in Ireland.

1
2

(f) According to the Data Protection Commission's 2023 Annual Report, there was an 20% increase of valid data breach notifications received by the Data Protection Commission.

An Coimisiún um Chosaint Sonraí
Data Protection Commission

Based on current EU law, outline **two** rights consumers have in relation to protection of their personal data.

1
2

(g) Social finance organisation Clann Credo has provided over €215m in loans to not-for-profit organisations such as voluntary groups, sports clubs and social enterprises.

(i) Indicate by means of a tick (✓) in the correct box, the type of business (public, private, or not-for-profit) that best describes each of the enterprises listed below.

	Public	**Private**	**Not-for-profit**
RYANAIR			
Iarnród Éireann Irish Rail			
Barnardos			

(ii) Describe **two** contributions not-for-profit enterprises make to the Irish economy.

1
2

Additional writing space.
Label all work clearly with the question number and part.

Acknowledgments

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Leaving Certificate Examination – Ordinary Level

Business

Sample 1

2 hours 30 minutes