



Coimisiún na Scrúduithe Stáit State Examinations Commission

Leaving Certificate Applied 2012

English and Communication (160 marks)

Wednesday 6 June 2012

Morning 9.45am to 11.45am

General Directions

1. Write your EXAMINATION NUMBER in this space:

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2. WRITE ALL ANSWERS INTO THIS ANSWER BOOK.

THERE ARE TWO PARTS IN THIS EXAMINATION

Part One: **Audio Visual**
All questions must be answered.

Part Two: **Written**
Candidates must attempt **four** questions,
one from each of the four sections in Part Two.

For the Superintendent only

Centre Stamp

Centre Stamp

<i>For the Examiner only</i>	
1. Total of end of page totals.	
2. Aggregate total of all disallowed questions.	
3. Total mark awarded (1 minus 2)	
Note: The mark in row 3 must equal the mark in the Total box on the script.	

SECTION	MARK
Audio Visual	
Section 1	
Section 2	
Section 3	
Section 4	
Total	

Part One-Audio Visual

(30 minutes, 40 marks)

- You will have TWO minutes to read the NINE questions in Part 1.
- You will be shown a DVD sequence from the RTE programme, *AT YOUR SERVICE*.
- You will see the sequence THREE times.
- The first showing will be of the entire sequence.
- The DVD sequence will be shown in TWO clips. After each clip you will be given time to write your answers in the answer booklet.
- The entire sequence will then be shown again.

<i>This page may be used for notes</i>

ANSWER ALL QUESTIONS

When you have seen the first clip you will have time to answer questions 1 to 5.

1. Name the presenters of the programme, 'AT YOUR SERVICE'. (2 marks)

2. What is the name of the hotel featured in the clip? (2 marks)

3. We are told that this is a 'big project'. List **three** facts we learn from the voice-over that support this claim. (3 marks)

4. (i) Give **three** problems with his hotel bedroom identified by the presenter. (3 marks)

(ii) What additional information about figures does the presenter find out, while talking in the kitchen to the hotel's General Manager, Andrew Hyland? (2 marks)

5. Outline **three** pieces of advice the presenters give to the managers of the hotel. (6 marks)

When you have seen the second clip you will have time to answer questions 6 to 9.

6. Identify **two** changes that have been made to the outside of the hotel to help attract more business. (4 marks)

7. Do you think it was a good idea to involve the staff and guests in the bedroom improvement project? Give reasons for your answer. (6 marks)

8. What encouraging message does the presenter give to the hotel's staff at the end of the clip? (4 marks)

9. Do you think the cartoon sequence adds to the impact of the clip? Explain your answer (8 marks)

Candidates must attempt **FOUR** questions, **ONE** from each of the **FOUR** sections.

EACH QUESTION IN PART TWO CARRIES **30** MARKS.

Section 1 Communications and the Working World

Answer question 1 or 2

1. Read the following passage about the advantages and disadvantages of using email in the work place and answer the questions that follow.

	<p>Electronic mail, commonly known as email, is rapidly becoming one of the most popular means of communication in the world, with more than 294 billion emails sent every day. Although sending text messages electronically can be traced back to the use of Morse code in the mid 1800's, the modern email has been in existence for approximately twenty years.</p> <p>Today email is a common form of communication in the work place. It makes communicating with people easy no matter where they are in the world, provided they have access to a computer and an internet connection. Email is easy to use even for people with limited computer skills. It is very quick, allowing messages to be sent anywhere in the world in a matter of seconds and it is much cheaper to use than other forms of communication, such as postage. It can also help to cut down on paper and printing costs as material can be both transmitted and stored electronically. Email allows users to send documents, files and photographs as attachments to messages. This can help to speed up work on projects as documents can be sent for comment and corrections can be made and returned very quickly.</p> <p>Unfortunately, the use of email is not without some disadvantages. Companies and individuals need to protect themselves from a variety of threats associated with email usage, such as nuisance spam or junk mail. Computer viruses can also be spread by email. Companies need to ensure that all employees that use email are appropriately trained and know how to use the system safely and properly. Email users need to ensure they have up-to-date virus protection programmes installed on their computers and take care when opening attachments to emails or clicking on any links or banners that might pop up on their computer screens. Changing passwords regularly is another way to ensure that email communication can take place safely.</p>
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- (a) (i) Give **three** advantages of the use of email in the work place outlined in the above passage. (3 marks)

(ii) Based on what you have read above, in what ways can using email help a business to save money? (3 marks)

(b) Give **two** pieces of advice on how email users can protect themselves from on-line threats. (4 marks)

- (c) Identify **one** other form of electronic communication that could be used in the work place. Explain why you think this form of communication might be useful at work. (6 marks)

- (d) You have been asked to write an article for your school’s website about the importance of good communication skills. Based on what you have learned from the Communications and Working World module of your Leaving Certificate Applied course, write an article about your experience of at least **one** of the following areas of communication.

- Listening skills
- Telephone techniques
- Letter writing
- Report writing
- Research skills

(14 marks)

OR

- 2.** (a) (i) Describe the work placement that you enjoyed the most during your Leaving Certificate Applied programme. (4 marks)

- (ii) Give **two** reasons why you found this work experience so enjoyable. (4 marks)

(b) Would you consider a career in this area? Explain why or why not.

(4 marks)

(c) Describe the type of training you would need for a career in this area.

(4 marks)

- (d) Imagine that a job opportunity has arisen with one of your work experience employers. Use the following application form to apply for the position.
N.B. The personal details used should not be your own. (14 marks)

Application Form

Position you are applying for: _____

First Name: _____

Surname: _____

Date of Birth: _____ Male [] Female []

Nationality: _____

Address: _____

Home Tel.: _____ Mobile: _____

Email: _____

Employment/Work Experience History

Employer's Name & Address	Position(s) and Duties Held

Educational Details

Name of School/College	Qualifications obtained or pending (e.g. Junior Certificate or Leaving Certificate Applied)

Have you participated in any relevant training programmes? Yes [] No []

If yes, please specify:

Achievements/ hobbies & interests

Applicant's Signature: _____

Section 2

Communications and Enterprise

Answer question 3 or 4 or 5

3. Read the advertisement below and answer the questions that follow.

**Are you bored with your job?
Want something different and more challenging?**



**Enthusiastic and energetic young person
required by a busy leisure centre in Cork city.**

Candidates must be able to work as part of a team.

Excellent training provided.

Applications by e-mail only. Email: Sharon@health&leisure.ie

- (a) This job requires an employee to work as part of a team. Based on what you have learned from your Communication and Enterprise studies, outline **two** skills or qualities that you think would help a person to work well as part of a team. (4 marks)

- (b) You applied for the Leisure Centre job advertised above and have been asked to attend an interview. Describe **two** things you could do in order to prepare for this interview. (6 marks)

(c) Describe **three** interview skills or techniques you have learned that could be of benefit to you during an interview. (6 marks)

OR

4. (a) Describe the mini-company or enterprise organised by your Leaving Certificate Applied class. (6 marks)

- (b) Give details of your role in the enterprise/mini-company. (4 marks)

(c) What was the most important thing that you learned from your involvement in your enterprise/mini-company? (6 marks)

(d) Use the words in the box below to complete the following sentences.

(14 marks)

shareholders	target market	receipt	press release	
customers	market research	secretary	loss	profit
shares	agenda	managing director	minutes	statement

1. The person in charge of running a company is called the _____
2. People who invest money in a company are called _____
They buy _____ in that company.
3. If a company earns more than it spends it will make a _____
4. If a company spends more than it earns it will make a _____
5. A customer receives a _____ as proof of payment for goods or services.
6. Doing _____ tells a company if there is a market for a new product or service.
7. The _____ is the group of people a product or service is aimed at.
8. Companies hold meetings regularly. Matters to be discussed at a meeting are put on the _____
9. The _____ is the person who takes the _____ of a meeting. This records what happens at the meeting.
10. People who buy a company's products are called _____
11. Information about a company or product given to the media is called a _____
12. A bank _____ tells customers how much money they have in their account.

OR

5. Read the following description of an enterprise project to be undertaken by a Leaving Certificate Applied class and answer the questions that follow.

As part of their enterprise module, a Leaving Certificate Applied class plan to hold a sports day for first year students in their school on May 20th 2013. The class are planning to sell a variety of refreshments to the thirsty participants during the sports day. There will be prizes for the winners and a Certificate of Participation will be given at the end of the day to every first year student who takes part in the event.

- (a) The sports day will require a lot of preparation in order to be successful. Describe two things you think the class should do in advance to prepare for the sports day. (6 marks)

- (b) You are in charge of preparing the Certificate of Participation that each first year student who takes part in the sports day will receive. What details would you include on the certificate? (4 marks)

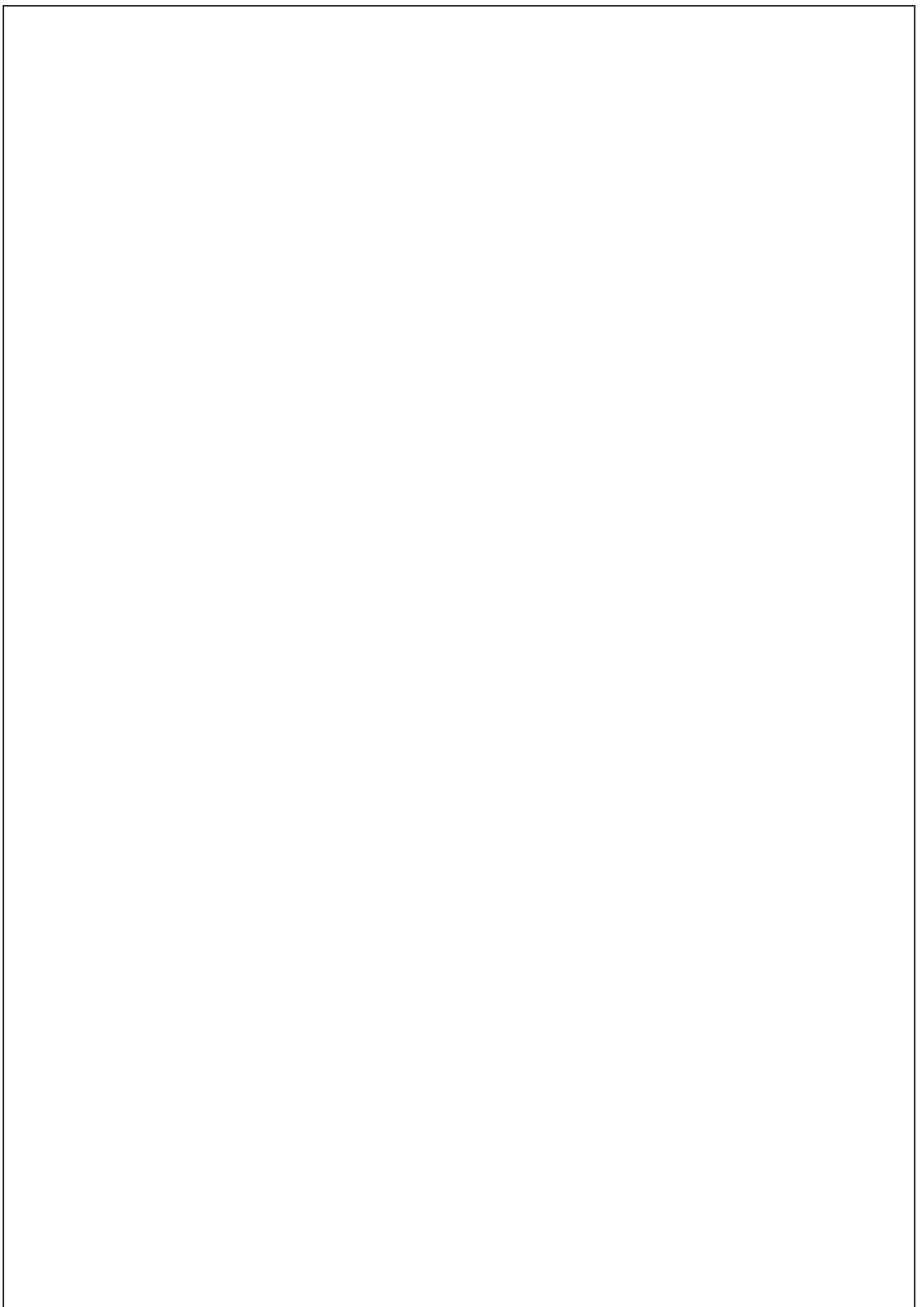
(c) (i) Identify **one** problem that you think could arise during the sports day. (2 marks)

(ii) Suggest a possible solution to the problem you identified above. (4 marks)

(d) On the following page design a poster advertising the sports day.
Your poster should include the following:

- Date, time and venue for the sports day
- Activities planned
- Prizes
- Entry fee
- Any other relevant information

(14 marks)



Section 3

The Communications Media

Answer question 6 or 7

6. Read the following review of the film, *The Hunger Games* and answer the questions that follow. The extract below is taken from the website, dailymail.co.uk. This article has been adapted from the original, for the purpose of assessment, without the author's prior consent.

Hollywood is in need of a hit franchise, so thank goodness for *The Hunger Games*. *The Hunger Games* will leave teens hungry for more; I bet it will be the first in a very profitable series.

It's a science-fiction action adventure faithful to the original novel of the same name. In it a fiery teenage huntress battles to overcome a corrupt, male-dominated system. We're in the future, where the rulers in the Capitol pick a girl and boy from each of 12 districts to fight to the death on live TV. It's a lethal, high-tech version of *I'm A Celebrity...Get Me Out Of Here!*

The talented Jennifer Lawrence appears as the heroine, Katniss Everdeen. Her frail younger sister is chosen to represent District 12, but Katniss volunteers in her place. She is handy with a bow and arrow, and hopes this will help her to survive and return to a handsome youth (Liam Hemsworth) who is wooing her. Our heroine has two allies: a drunk who once won the competition for her district (Woody Harrelson) and a lad (Josh Hutcherson) who has long worshipped Katniss from afar.

There's much to admire in this movie. The make-up, costumes and the environment of the ruling class are spectacular. Gary Ross directs competently — if not at his best.

However, I was not sure of the point of it all. Is it to mock the cruelty of reality TV? Or to dramatise the uncaring way teenagers are treated by their elders? These ideas are scarcely developed. Perhaps they will be in future films. Such considerations are unlikely to distract the film's target audience. Here is the first blockbuster hit of the year.



(a) (i) Name the director of the film, *The Hunger Games*.. (2 marks)

(ii) Name **two** actors who star in the film. (2 marks)

(b) Science-fiction films often rely heavily on special effects. Do special effects add to your enjoyment of a film? Give **two** reasons for your answer. (6 marks)

(c) (i) Name **one** other type (genre) of film and give an example of it. (2 marks)

(ii) What type of film do you most enjoy? Give a reason for your answer. (4 marks)

(d) Write a review of a film you have studied as part of your Leaving Certificate Applied course. (You may not use the film reviewed above).

Include the following in your review:

- Title of the film
- Setting
- Type of film (genre)
- Plot
- Characters
- Any special features (special effects, music, etc.)
- Give the film your star rating

(14 marks)

OR

7. Read the following article on reality TV programmes and answer the questions that follow.

There are many reality TV programmes on offer to viewers these days. People just can't get enough of watching ordinary people being put in difficult circumstances such as, swapping a wife or husband for two weeks (*Wife Swap*), living with complete strangers (*Big Brother*), or undergoing extreme conditions (*I'm A Celebrity...Get me Out Of Here!*) or (*ICA Boot-camp*).

Those who appear on reality TV can become celebrities over-night. Many make money by selling their story through newspapers and magazines, or by giving TV or radio interviews. Some reality TV stars have gone on to appear regularly on a variety of television programmes, including chat-shows. Others have even achieved their own TV shows. Advertising opportunities and starring in Christmas 'pantos' present other options to former reality TV stars to make money.

Appearing on reality TV is not without its disadvantages. Participants' activities and conversations are often filmed 24-hours-a-day. At some point almost everybody slips up and says or does something they may not be proud of when they later come out of that unusual situation. No-one except the other contestants will realise how extreme the situation was and may not understand why somebody said or did something regrettable. The programme can be edited in a way that is not always flattering to the participants. Some people who have appeared on reality TV shows have been bothered by attention from reporters or press photographers.



For those eager for the reality TV experience there are a number of ways to get involved. You can visit the website of the reality show you would like to appear on, where you can download an application form. Contact details for these shows, which can be used by potential contestants to contact them, often appear on-screen at the end of reality TV programmes. For those not brave enough to actually appear on screen, most reality TV programmes encourage viewers to participate in the action using social media such as Twitter and Facebook.

(a) From what you have read above, give **two** reasons why people might want to participate in reality TV programmes. (4 marks)

(b) Outline **three** possible disadvantages to appearing on a reality TV show.

(6 marks)

(c) (i) Explain, in your own words, the term 'reality TV'.

(2 marks)

(ii) Why do you think reality TV shows are so popular with television viewers? Give **two** reasons for your answer.

(4 marks)

Section 4

Critical Literacy and Composition

Answer question 8 or 9

8. Read the following edited extract from Elizabeth O'Hara's novel, *Snoobs, Dogs and Scobies* and answer the questions that follow. This extract has been adapted from the original, for the purpose of assessment, without the prior consent of the author.

Colm was already in the Spar at 8a.m., stacking the shelves with bread. The loaves came in at a quarter to and he was there to open the doors and take them inside. He liked this time of day. The shop all to himself, the good smell of the newly baked bread, the way he had time to arrange the loaves neatly on the shelves. All the brown loaves side by side, the white pans on another shelf. Brennan's, Nutty Doorsteps, McCambridges. They stocked thirty different types of bread in this small supermarket. Nobody could believe that. Customers would come in and pick one idly, hardly even thinking about it. It would never occur to them that Colm had come in early in the morning to organise those rolls and pans and turnovers. One was the same as the next, as far as most people were concerned.

Even so, this work gave him intense satisfaction. He loved the silence. He loved putting things in order. In the shop everything was organised. There were rules about the time you came in, rules about what sort of work you should do in the shop, rules about the quarter of an hour tea break. This was a bone of contention: the tea break wasn't long enough. Everyone complained. 'Back to the slavery!' But they laughed as they gave out. They weren't serious. They were always watching the clock and left the second their shift was over, but while they were at work they were cheerful, good humoured, well mannered. Nobody ever yelled. You couldn't even imagine it happening.



After lunchtime, which he spent in the little tearoom at the back of the shop, Colm went to work in the off-licence, tucked away in a corner of the supermarket. Colm recognised lots of the customers; people who were regular shoppers in the supermarket. Sometimes a young person would come in trying to buy a six-pack. He had to ask them for ID proving they were over eighteen. It annoyed some of them that he insisted on seeing their ID. But Colm was extremely careful in his application of the law and if someone didn't have ID, he sold them nothing.

- (a) (i) Give **two** reasons why Colm liked working in the shop early in the morning. (2 marks)

(ii) Besides stacking the bread, what other work did Colm have to do? (2 marks)

(b) Describe the working environment in the supermarket that features in the above extract. (6 marks)

(c) What impression of Colm do you get from reading the above passage? (6 marks)

(d) Name a novel or short story you have studied for your Leaving Certificate Applied course.
You may not use the extract which appears on this paper as the basis for your answer.
Describe an important character from your chosen novel or short story.
Explain why you would or would not like to be this character in the story. (14 marks)

OR

9. Read the lyrics of Green Day's song, *Time of Your Life*, below and answer the questions that follow.

Time of Your Life

Another turning point;
A fork stuck in the road.

Time grabs you by the wrist;
Directs you where to go.

So make the best of this test and don't ask why.
It's not a question but a lesson learned in time.

It's something unpredictable
But in the end it's right.
I hope you had the time of your life.

So take the photographs
And still frames in your mind.

Hang it on a shelf
In good health and good time.
Tattoos of memories
And dead skin on trial.

For what it's worth,
It was worth all the while.

It's something unpredictable
But in the end it's right.
I hope you had the time of your life.



- (a) Suggest a different title for this song. Explain your choice. (4 marks)

- (b) Select **two** images from the song which you liked and explain why you liked them. (6 marks)

- (c) This song is often played at school graduation ceremonies. Explain why you think this is so. (6 marks)

- (d) Name a poem or a popular song which you have studied that makes you feel either happy **or** sad. You may **not** use the song, *Time of Your Life*, which appears on this paper.
- Explain why this poem or song makes you feel either happy **or** sad.
 - Write out your favourite line from the poem or song and explain why you liked it.
- (14 marks)

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