Section A:

1. Ava’s title is CEO of PAX
2. The purpose of PAX is to provide teenagers struggling with mental health with the support they need via a number of methods
3. PAX attracts volunteers in a number of waves including the use of flyers and a promotional video on their social media as well as appearing on radio and podcasts and volunteer centres nationwide
4. Eva suggest a number of headings for the to include in a CV including personal details, hobbies and work expirence
5. Some of the other advice that she gives is to have 2 good referees and stressed the importance of being honest, she also mentioned to state your avaliblity on the cover letter
6. Some of the benefits of teamwork include the creation of friendships and the lowering of stress levels as well as improving communication and collaboration skills
7. In order to prep for an interview Ava reads the cv and prepares a list of questions based on it in order to allow the applicate to show their suitability to the role, she also carefully plans the location of the interview
8. Effective communication is essential after an interview process as it allows candidates to get constructive feedback . Ava states that she focuses on the positives and only discusses the negatives if the applicant asks. This is effective as it allows rejected applicants to not feel hard done by and continue to support the charity

Section B

1. Sandra shows a number of enterprising skills and charactistics including:  
   innovative: this is when entrepreneurs spot a gap in the market and come up with a idea to fill that gap this can be seen when Sandra has her baby and noticed there is no local company provide organic baby clothes for sensitive skin   
   Risk Takers: this is when a person is willing to take both financial and reputational risk in order to start an enterprise. This is seen when Sandra is made redundant from her job and decides to take out a number of loans and use her own savings to start the company.  
   communication: communication skills are important to a number of entrepreneurs this is due to the need to make connections when creating a business that become important later on this can be seen both when she is made a team leader and when she joins the local co-op
2. (i)   
   The local enterprise office had a number of benefits for Sandra including the advice on the creation of a business plan, as well as advice how to get to get funding . They also informed her of her potential eligibility to get social welfare payments.   
   (ii)  
    The circular economy is a system that while focusing on profits also aims to improve sustainability by reducing reusing and recycling   
   Sandra promoted the circular economy in a number of ways including purchasing already recycled clothes in bulk and using the services of a dressmaker to make her products. She also founded a platform where second hand baby clothes can be bought and sold which helps maintain the circular economy
3. (i)   
   Sandra company will have a number of benefits of winning a industry award. The award can attract new customers who have seen who will make a purchase as the award suggests a higher quality, it also allows Sandra to increase the price as excisting customers will be willing to pay due to the award   
   (ii)   
   Sandra’s management ability lead her to a number of successes in her business. Her communication and contract negotiation skills where used when she joined the local co-op to purchase used clothes as well as when working with the dress maker to create her product  
   (ii)   
   Both options have a number of benefits:  
   the department store idea has a number of benefits including a near guaranteed revenue source that can be used to expand the business , but it will require Sandra to continue working long hours in order to maintain the level of production requrided  
   Selling to zebra comes with 1 million euros for Sandra but it also comes with the benefit of being able to stop working and to spend time with her family or invest the money into another businesses opputinity, the negatives are the loss of control of the company she spent a number of years making.   
   Overall I would recommend to Sandra to expand into the store, as she previously stated that she liked the hardwork but the profits can in a number of years provide her with more then 1 million euros.

Section C

Question 1

1. Two methods a business can use for idea generation include brainstorming, this is when a group of employees work together to create ideas as well as improve on those ideas with feedback .  
   another method that can be used by business is rewards. An business can offer a reward to any employee who comes up with an idea that gets used in the creation of a service or good
2. (i)   
   The term used to describe this type of research is desk research, this is when the information being gathered is from a secondary source i.e. a government website and does not come from a primary source i.e. a business ran survey that is never published   
   (ii)   
   The table suggests that the growth in the Irish economy will slow down in the coming years after what was probably a sharp growth after the economic recovery from the Covid-19 pandemic
3. (i)   
   promotion is when a business promotes it product to the market to encourage sales of the product. It can be done in a anumber of ways including tv, online and radio adds but can also be found in other places such as bus stops   
   (ii)   
   A business selling sports wear can promote their products on television just before and after as well as half time of a big sports game as they can guarantee many viewers will have an interest in the sports wear  
   another method they can use is sponsorship of a athlete this can drive sales as many people look up to athletes and take their recommendations very seriously e.g Ronaldo sponsorship with Nike worth over 1 Billion euros
4. Businesses can fail for a number of reasons:   
   recession: is defined as when the economy shrinks for 2 consecutive quarters, this can lead to massive losses as many people attempt to save money which reduces sales in many sectors which can leave a business without the liquidity to pay its debts e.g a number of businesses failed after the 2008 bank crash  
   Poor Planning: When a business does not have a plan that everyone is on the same page for it can lead to massive disorganisation issues which can cause a business to fail as no employee is on the same page e.g. The company we work had no plan for profitability and ran out of money   
   Poor Management: When the management of a company do not know how to deal with issues that arise these issues can quickly become out of hand and can lead to the business to fail, e.g. Barents bank failed after a manger continued to try trade out of massive losses and being unable to do so.

Question 4:

1. Creative: this makes you more employable as it allows the employee to find new waves to solve an issue   
   Hard Working: this makes a person more employable as it shows they are willing to do all the work being asked of them
2. Punctuality : a responsibility you have to the workplacment employer is to be on time, this shows you have respect for them but it also stops them wasting time waiting for you, it also allows you to learn more   
   To do the work that was asked: you are responsible to do the work that is asked of and to do it to a high standard this is so that employer does not need to do it twice   
   respectful: this is to your responsiblity to be polite to everyone who you interact with during the work placement
3. I prepared in a number of ways:  
   First I contacted a number of companies to see if they had any openings available I did this via email,  
   I then asked permission from the school magnement to not attend for 1 week as well to provide me with insurance form   
   I then did research on the company to learn more about their mission statement and their goals and plans  
   I also researched the location of their offices so I would not get lost when traveling to it.   
   I contacted the company again to learn about my working hours and who to contact once I arrived
4. (i)   
   It is important to evaluate the work experience as it allows us to see if our goals have been met and what we can do differently if we were to do it again  
   (ii)   
   The goals I set out to achieve where:  
   To learn more about the career of software engineer  
   to learn more about coding in and teamwork in these environments  
   To apply what I learned to the Leaving Cert Computer Science Project   
   Did is achieve these goals:  
   I learned more about the day to life of a software engineer while at my workplacement at Microsoft  
   I gained a number of insights into how teamwork works at Mircosoft and how different roles can work together under the right leadership   
   I learned a lot bout coding and the importance of commenting the code which really helped me during the Leaving cert computer science class

Question 5

1. Electricians   
   Plumber  
   Mechanic   
   Cyber Security
2. During the duration of an apprenticeship you are paid this can allow people from different economic backgrounds to work while also expanding their knowledge at the same time   
   Mix of work and college: this is a benefit for people who may struggle academically and it allows them to work using the knowledge they learned in college which helps retain the it  
   Many apprentices have a job waiting for them after it is complete this gives the person security as they know they will have a paying job when they finish
3. A number of resources are needed to run the fair they include:  
   Employers: the fair needs employers looking for appetencies to talk to the students to inform them of the opurtunies the company has to offer   
   Space: the fair needs an area that it takes place in order for the students to be able to talk to everyone and learn about all the different carrears on offer   
   College Reps: teachers at the aprentiship colleges could attend to offer students insight in that side of the being an apprentice
4. To make use of the cheaper labor: as apprentice do not have to be paid as much as a fully qualified worker they company can take them on for a cheaper set of hands to help with the workload of the company  
   a company may also run one to help with recruitment of future candidates as if they hire someone from the program it will lead to reduced training costs on company spefic policy   
   Companies may also run one as a way of fufiling their coprate social responsibility as it allows them to help out people within their community

Question 6

1. An inclusive workplace is a workplace which contains a number of different races religions gender ages and ethnic backgrounds in order to diversify opinions and culure within a workplace
2. Payment: the main benefit to an employee is pay meaning they are paid for the work that they do  
   Social Needs: employment requires some level of social interaction which all humans need a certain amount of to be happy   
   Self Fulfilment: employment leads to an employee being self-fulfilled after they earn money and purchase something as they often feel more attached to it as they had to work for it
3. More time off: this is a benefit as it allows employees to spend more time with their families and friends during the weekend   
   More productive: due to the shorter week the employee may feel more productive during the week as they have less time do their tasks  
   Increased Pay: due to the less time to complete tasks pay can increase as employers’ attempt to encourage this
4. Lower staff turnover: health and safety regulations means that staff are less likely to get injured and having to miss work and or leave altogether this reduces costs for the business as they don’t have to train as many people   
   Reduced Losses: If a customer was to become injured to poor health and safety standers they can sue the business which can lead to massive losses for a company   
   Creation of Jobs: Good health and safety standers require and health and safety officer to monitor this creates a job in the marketplace which allows business to fulfil the corporate social responsibility as they can hire people from their local community