



**Business
Leaving Certificate
Ordinary Level**

**Past Exam Questions on
Starting and Expanding a Business**

Q11 Section 1 2013

11. List three benefits to a business of investing in new technology:

- (i) _____
- (ii) _____
- (iii) _____

Q2 Section 2 2013

Read the information supplied and answer the questions which follow.

GLETRONIC PHARMACEUTICALS

John Tuohy set up Glentronic Pharmaceuticals in 2003 in his home town of Abbeyglenn. The company develops and produces medical drugs. Glentronic Pharmaceuticals employs over 600 employees and exports its products to many countries. John is thinking about expanding into the Asian market and setting up a base there. He is considering changing Glentronic Pharmaceuticals from a Private Limited Company to a PLC so that it can access more finance to support the expansion.

- (A) What do the letters PLC stand for? (5 marks)
 - (B) List two sources of finance Glentronic Pharmaceuticals can use for expansion. (10 marks)
 - (C) Explain two possible benefits of Glentronic Pharmaceuticals for the town of Abbeyglenn. (20 marks)
 - (D) Outline two possible benefits for Glentronic Pharmaceuticals of expanding into the Asian market. (20 marks)
 - (E) Outline two environmental responsibilities of Glentronic Pharmaceuticals. (20 marks)
- (75 marks)**

Q2 Section 2 2012

Read the information supplied and answer the questions which follow.

SOLAR SOLUTIONS LTD

Kevin Fitzpatrick, MD and his two brothers set up Solar Solutions Ltd in their home town of Kilduff, to produce solar panels for private and commercial buildings. They identified an increased market demand for renewable energy sources. They received a Government Grant of €90,000 to help set up the business. Kevin is a firm believer in running the business in an ethical manner, and hopes this will ensure its success in this sector.

- (A) What do the letters MD stand for? State **one** function of a MD. (10 marks)
- (B) 'Limited Liability' and 'Continuity of Existence' are two advantages of a Private Limited Company. Explain these underlined terms. (20 marks)
- (C) Describe two benefits for the town of Kilduff, of the Fitzpatrick brothers setting up Solar Solutions Ltd. (20 marks)
- (D) Explain the term 'Grant' and state **one** advantage of a grant as a source of finance. (10 marks)
- (E) Outline two ways in which Solar Solutions Ltd can behave ethically towards its customers. (15 marks)
- (75 marks)**

Q15 Section 1 2010

15. Identify three of the main headings in a business plan. (Example: Finance)

- (i) _____
- (ii) _____
- (iii) _____

Q5 Section 2 2008

Study the information supplied and answer the questions which follow:

Sinéad has been working for a number of years in a busy department store in Dublin, a distance of 50 kilometres from her home.

Sinéad would like to set up a business in her home town and has employed a consultant to advise her on matters relating to finance, taxation and the recruitment and selection of employees.

- (A) Identify two risks and two rewards for Sinéad if she sets up her own business. (20 marks)
- (B) Outline three sources of new business ideas for Sinéad. (15 marks)
- (C) Outline three methods Sinéad could use to recruit employees for her business. (15 marks)
- (D) Name two taxes Sinéad would expect to pay. (10 marks)
- (E) Name two long term sources of finance Sinéad could use to start her business and explain one of them. (15 marks)
- (75 marks)**

Q10 Section 1 2007

10. List three of the main headings in a Business Plan: (Example: *Production*)

- (i) _____
- (ii) _____
- (iii) _____

Q14 Section 1 2006

14. The development of a new product/service usually involves seven stages. Three of these stages, 'Idea Generation', 'Test Marketing' and 'Introduction and Launch', are already entered in the box below.

The other stages in the development of a new product/service are:

Prototype Development, Product/Service Screening, Feasibility Study and Concept Development.

Enter these **four** stages in the correct order below:

New Product/Service Development

1.	Idea Generation
2.	_____
3.	_____
4.	_____
5.	_____
6.	Test Marketing
7.	Introduction and Launch