



Rewarding Learning

General Certificate of Secondary Education
2024

Centre Number

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Candidate Number

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Learning for Life and Work: Modular

Unit 3

Employability

MV18

[GLF31]

MONDAY 20 MAY, AFTERNOON

Time

1 hour, plus your additional time allowance.

Instructions to Candidates

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

You must answer the questions in the spaces provided.

Do not write on blank pages.

Complete in black ink only.

Answer **all** questions in this paper.

Information for Candidates

The total mark for this paper is 60.

Quality of written communication will be assessed in Questions **5(a)**, **5(b)** and **6**.

Figures in brackets printed at the end of each question indicate the marks awarded to each question or part question.

Answer **all** questions

1 (a) Write down **two** characteristics a successful entrepreneur should have. [1 mark for each]

(b) Explain **one** reason why a business would place importance on recycling waste. [2 marks]

(c) Explain **one** reason why an employee would need to be adaptable for a successful career. [2 marks]

(d) Explain **two** reasons why a job applicant may not be placed on a shortlist for an interview. [4 marks]

1. _____

2. _____

2 (a) Write down **one** example of a workplace policy.
[1 mark]

(b) Write down **one** role of a trade union. [1 mark]

(c) Describe **one** reason why a person would need finance to set up a business. [2 marks]

(d) Describe **one** reason why an employee should know where emergency exits are located in the workplace.
[2 marks]

(e) Explain **two** reasons why a business may need to employ extra workers. [4 marks]

1. _____

2. _____

3 (a) Name the term used to describe the movement of people coming into Northern Ireland from another country. [1 mark]

(b) Write down **one** technological item used in the workplace. [1 mark]

(c) Explain **one** reason why a business should comply with equality employment legislation. [2 marks]

(d) Explain **one** reason why mobile phone use may be part of the code of conduct in the workplace. [2 marks]

(e) Explain **two** reasons why a job applicant would research a job before applying. [4 marks]

1. _____

2. _____

4 (a) Explain **two** reasons why a job applicant should read over their application form before they attend an interview. [4 marks]

1. _____

2. _____

(b) Explain **two** reasons why a person would carry out a self-evaluation after attending an interview. [4 marks]

1. _____

2. _____

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(Questions continue overleaf)

5 Source A: Marketing a product or service

Market research provides businesses with information about their customers, their competitors, and their overall industry.

An average business spends between 25 and 50 per cent of its annual marketing budget on research activities in order to find out if there is any demand for their product or service.

Market research can provide small business owners with the information they need to answer a wide range of questions, including: Who are my customers? How much and how often will they buy? Who are my competitors?

This is the end of the question paper

SOURCES

Q5 Adapted from www.referenceforbusiness.com/small/Mail-Op/Market-Research.html

For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
5	
6	

Total Marks	
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Examiner Number

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