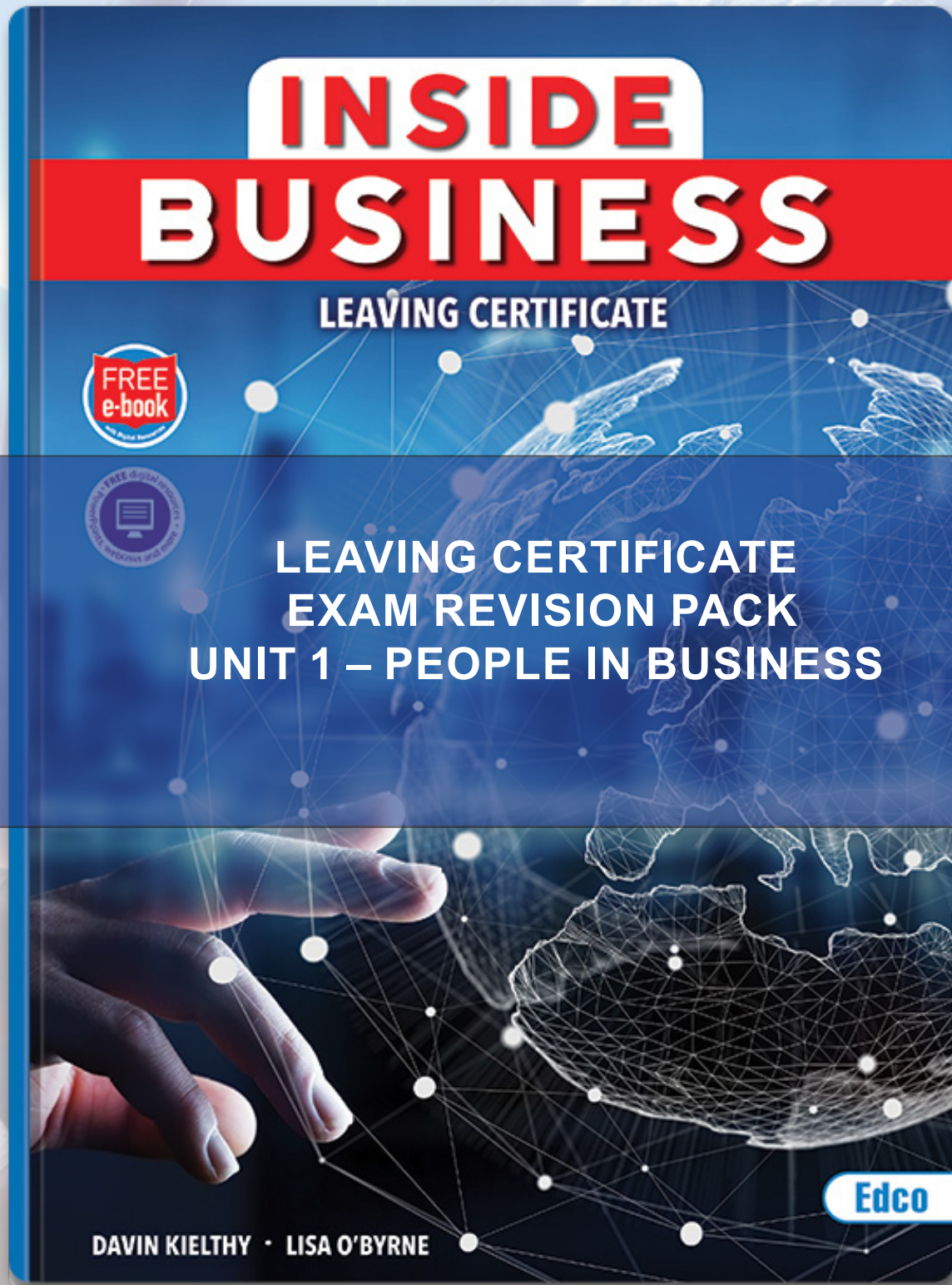


The Educational Company of Ireland



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INSIDE BUSINESS

UNIT 1 – PEOPLE IN BUSINESS

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Plan for Success: Higher Level Question Frequency Grid

	Stakeholders	Interest Groups	Relationships between Stakeholders
2020			S.3 Q1 (A)
2019			S.1 Q9
2018			
2017			S.3 Q1 (A)
2016			
2015			S.3 Q1 (A)
2014		S.3 Q1 (B)	
2013			
2012			
2011			S.3 Q1 (A)
2010			
2009		S.3 Q1 (A)	S.3 Q1 (B)
2008			S.3 Q1 (A)
2007			S.1 Q8
2006			S.3 Q1 (A)
2005			S.3 Q1 (A)
2004			S.3 Q1 (A)
2003		S.3 Q1 (A)	
2002	S.3 Q1 (A)		S.3 Q1 (B)
2001			S.3 Q1 (A)
2000			
1999			S.3 Q1 (A)

Grid Reference	
S.1	Section 1
S.2	Section 2
S.3	Section 3

Section	Exam Frequency
S.1	2 times
S.2	0
S.3	16 times

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Higher Level Exam Paper Analysis (1999 – 2020)

KEY POINTS

This **topic appears most commonly as part of Section 3, Q1** on the higher level exam paper. It is very **important** that students have **in-depth knowledge of the relationships** that exist **between the stakeholders in business**, as this has **featured thirteen times** on the higher level exam.

The most common relationship examined is **between the entrepreneur and investor**, which has appeared **four times**.

The most common verb used to examine this topic is **describe**. This means that students need to **give a detailed account**, e.g., relationship between an entrepreneur and investor.

Section 1 – 10 marks

2019 Section 1 Q9 [4+3+3]

Illustrate your understanding of a co-operative relationship between an entrepreneur and investor.

2007 Section 1 Q8 [3+3+4]

Identify two parties in business and describe a competitive relationship between them:

Section 3

2020 Section 3 Q1 (A) – 20 marks [n/a]

Read the information supplied and answer the questions which follow.



In November 2019, Aldi celebrated 20 years of operating in Ireland. Today the supermarket store has over 200 Irish businesses making products for it. The company's website states: 'We're committed to sourcing the very best produce from the very best local suppliers.' www.aldi.ie

- (i) Illustrate how a co-operative relationship between Aldi and its suppliers could arise.
- (ii) Describe a competitive relationship between Aldi and its rival supermarkets.
- (iii) Outline how consumers benefit from the existence of competition between rival businesses.

2017 Section 3 Q1 (A) – 20 marks

(i) 5 marks (2+2)

(ii) 15 marks – 3 x 5 marks (2+3)

- (i) Explain the term co-operative relationship between stakeholders in a business.
- (ii) Describe one example of a co-operative relationship which could rise between each of the following pairs of stakeholders:
 - Employer and employee
 - Investor and manager of a business
 - Producer and consumer

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2015 Section 3 Q1 (A) – 20 marks

(i) 10 marks – 2 x 5 marks (2+3)

(ii) 10 marks – 2 x 5 marks (2+3)

Describe one example of a co-operative relationship and one example of a source of conflict that could arise between the following stakeholders:

- (i) Investor and Entrepreneur
- (ii) Supplier and Purchasing Manager

2014 Section 3 Q1 (B) – 15 marks [2 x 6 marks (3+3) + 3]

Describe the role of any two 'Interest Groups' in business.

2011 Section 3 Q1 (A) – 15 marks [3+6+6]

Outline, using examples, the relationship that can exist between 'Investors' and 'Entrepreneurs' in business.

2009 Section 3 Q1 (A) – 10 marks [4+4+2]

Outline, using an example, the role of interest groups in the business world.

2009 Section 3 Q1 (B) – 15 marks [3 x 5 marks (2+3)]

Discuss how consumers may benefit from the existence of a competitive relationship between producers.

2008 Section 3 Q1 (A) – 15 marks [8 marks (2+3+3) + 7 marks (2+3+2)]

The quality of the relationship between stakeholders determines the success of any enterprise.

Describe a competitive relationship and a co-operative relationship between two producers in the same line of business. Use appropriate examples to support your answer.

2006 Section 3 Q1 (A) – 15 marks [8 marks (3+3+2) + 7 marks (3+3+1)]

'The relationship between an enterprise and its stakeholders may be competitive or co-operative.'

Discuss this statement, with appropriate examples.

2005 Section 3 Q1 (A) – 15 marks [3 x 5 marks (2+3)]

Business is built on the relationships between people.

Describe important aspects of the relationship between producers and consumers in business.

2004 Section 3 Q1 (A) – 20 marks [2 x 10 marks (5+5)]

The Chief Executive of Mecca Enterprises, a national firm in the leisure business, believes that good relationships, which help in resolving situations of conflict between business organisations, are most important. At present, however, she feels that there is a very high risk of ongoing conflict into the future.

Describe a co-operative and a competitive relationship that would typically exist between Mecca and other business organisations.

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2003 Section 3 Q1 (A) – 10 marks [2+4+4]

Illustrate the role of Interest Groups in business.

2002 Section 3 Q1 (A) – 10 marks [2 x 5 marks (2+3)]

Outline the role of any two parties involved in business.

2002 Section 3 Q1 (B) – 20 marks [2 x 10 marks (5+5)]

Describe, using examples, one co-operative and one competitive relationship that may exist either between or within organisations.

2001 Section 3 Q1 (A) – 15 marks [7 marks (4+3) + 8 marks (4+4)]

Contrast the relationship that exists between entrepreneurs and investors in a business enterprise.

1999 Section 3 Q1 (A) – 15 marks [n/a]

Good relationships which help in resolving situations of conflict between the people involved in business are most important.

Explain the relationship between producers and interest groups in business.

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Quick Fire Revision Worksheet

1. Give **two** examples of each of the following:

(a) Commercial business _____

(b) Non – commercial business _____

2. List the **eleven** stakeholders in business.

(i) E _____ (ii) I _____ (iii) E _____

(iv) E _____ (v) P _____ (vi) C _____

(vii) M _____ (viii) S _____ (ix) G _____

(x) L _____ c _____ (ix) S _____ p _____

3. Column 1 is a list of business terms. Column 2 is a list of possible explanations for these terms. Match the two lists by placing the letter of the correct explanation under the relevant number below. One explanation has no match.

Business Terms	Explanations
1 Investors	A The different groups of people who are directly affected by how a business is run.
2 Interest Group	B The businesses that supply the raw materials and services needed to keep the business operating.
3 Stakeholders	C The main organisation representing large and medium – sized business in Ireland.
4 Non – Commercial Business	D The people who provide the business with the finance it needs.
5 Suppliers	E People who take the initiative and turn an idea into a business.
6 Ibec	F Greenpeace and Concern are examples of this type of business.
7 Entrepreneurs	G An organisation representing a group of people who share a common interest or goal.
8 Commercial Business	H U2 and Dunnes Stores are examples of this type of business.

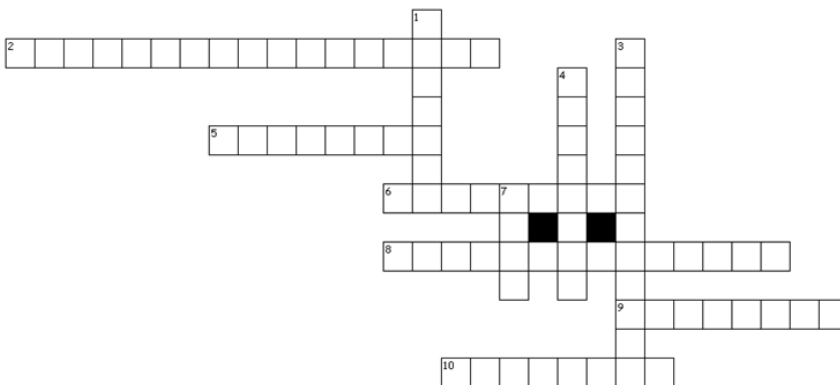
Match the two lists by placing the letter of the correct explanation under the relevant number below:

1	2	3	4	5	6	7	8

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4. Fill in the missing words in the spaces below.
- E_____ are the people who take the initiative and risk of starting a business to achieve some personal objective.
 - I_____ are the people who provide a business with the finance it needs.
 - M_____ are employed by the e_____ of a business to plan, organise and control its running.
 - E_____ are the people recruited by employers to work in the business for a fee called a w_____ / s_____.
 - I_____ are organisation representing the interest of members by speaking and negotiating on their behalf with employers.
 - C_____ are people who b_____ goods and services for their own personal u_____, not for resale.
5. Complete the following crossword.



Down

- An alternative word for money
- A document prepared by the entrepreneur when seeking investment / loan
- An alternative name for the services sector
- The name of an employer's interest group

Across

- A state agency responsible for the development and growth of Irish firms in world markets
- The cost of a loan
- A non – financial reward enabling staff to choose their start and finish times
- A technique used to find out consumer wants and needs
- A technique used by interest groups to influence decisionmakers
- The share of a firm's profits given to shareholders

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6. Outline your understanding of the term lobbying.

7. Describe the role of a supplier as a stakeholder in business.

8. Explain the term interest group.

9. What do the following letters stand for?

- a. Ibec _____
- b. CAI _____
- c. ICTU _____
- d. IFA _____
- e. ISME _____

10. List the **four** types of relationships that can exist between stakeholders in a business.

- a. _____
- b. _____
- c. _____
- d. _____

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11. Identify something that might cause conflict between a business and each stakeholder listed below:
- a. Investor _____
 - b. Customers _____
 - c. Suppliers _____
 - d. Employees _____
 - e. Government _____

12. Describe a co-operative relationship that might exist between the business and government.
