**The ABQ 2019**

**About the ABQ**

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| 1 | The Higher Level Leaving Certificate Business Paper consists of three sections. |
| 2 | Section 2 which is the Applied Business Question (ABQ) is a compulsory question. |
| 3 | The ABQ consists of a single practical Case Study Business Question – 80 marks are available, representing 20% of the total marks. |
| 4 | The text and questions of the ABQ are based on three specified units of the syllabus, out of a total of seven units, which alternate (change) on an annual basis.. |

**Methodology**

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| * This section requires you to **Name, Explain** and **Link** for each point. A high level of synthesis (i.e. combining different elements into the one answer) must be established and should therefore be done when you are fresh. **Evaluation** may be also required.
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| * In answering the questions on the ABQ candidates must **explain** and **make use of** relevant knowledge / theory (and understanding) gained in the subject while studying the course in addition to the relevant links from the ABQ.
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| * **Linking** of points made in your answer with the text by relevant quotes / phrases / statements from the ABQ is essential. It is recommended that you present the link / quote in a different colour ink. A DIFFERENT / SEPARATE link is required for each point of theory made within each part of the ABQ. A link will not be awarded marks without having the relevant theory attached.
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| * **Read the ABQ provided in full**before reading the questions, then go back and highlight the relevant points / links in the text.
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| * Present your answers to each part of the question in **point form** and be sure to link or quote from the text of the ABQ in your answer, even if you are not specifically requested to do so.
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| * The methodology that must be used can be seen by looking at the **structure** of the sample answers shown below.
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**Sample ABQ’s Leaving Cert Business Units 1/2/3**











**2009**



**2014**

