

Key Terms: Activity I



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IB BUSINESS MANAGEMENT – PRE-RELEASED CASE STUDY NOV 2017: KEY TERMS: ACTIVITY I

Below is a list of all key terms as they appear in the IB Business Management November 2017 pre-released case study for SL and HL Paper 1 examinations.

- **Locate and highlight** each key term in your copy of the Case Study, then
- **Match these key terms with their definitions** as they appear in Activity II.

LIST OF KEY TERMS – ALPHABETICAL ORDER

- Business
- Break-even
- Capital expenditure
- Career development
- Charity
- Ecological sustainability
- Economic sustainability
- Economies of scale
- Ethics
- Expansion
- Flat organizational structure
- Grant
- Labour turnover
- Management
- Manager
- Market research
- Marketing
- Marketing mix
- Mission statement
- Operating costs
- Organization chart
- Organization structure
- Primary market research
- Professional development
- Promotion
- Recruitment (recruit)
- Retention (retain)
- Revenue expenditure
- Unique selling point (USP)
- Vision statement
- Word-of-mouth promotion

Source: BusinessManagementIB.com

