

Key Terms: Activity I



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IB BUSINESS MANAGEMENT – PRE-RELEASED CASE STUDY NOV 2018: KEY TERMS: ACTIVITY I

Below is a list of all key terms as they appear in the IB Business Management November 2018 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

- | | | |
|---|---------------------------|---|
| 1. Accounting | 20. Cost-plus pricing | 44. Manager |
| 2. Administration | 21. Costs | 45. Market research |
| 3. Associates | 22. Customers | 46. Marketing plan |
| 4. Brick-and-mortar retail outlets | 23. Daniel Pink | 47. Mark-up |
| 5. Bureaucratic | 24. Developing country | 48. Mission |
| 6. Business | 25. Diseconomies of scale | 49. Mission |
| 7. Business goals | 26. E-commerce | 50. Motivation |
| 8. Business growth | 27. Entrepreneur | 51. Mystery shopper |
| 9. Business operations | 28. Ethical | 52. Narrow span of control |
| 10. Business partner | 29. External stakeholder | 53. Net profit |
| 11. Business plan | 30. Fair trade | 54. Net profit margins |
| 12. Business-to-consumer (B2C) | 31. Finance | 55. Non-governmental organisation (NGO) |
| 13. Cash flow | 32. Gross profit | 56. Order and re-order |
| 14. Centralised | 33. Gross profit margins | 57. Pop-up stalls |
| 15. Charities | 34. High foot traffic | 58. Positioning |
| 16. Chief financial officer (CFO) | 35. Hired | 59. Pricing strategy |
| 17. Chief operations officer (COO) | 36. Imported | 60. Product |
| 18. Cooperative | 37. Industry | 61. Product range |
| 19. Corporate social responsibility (CSR) | 38. Insufficient funds | 62. Profit |
| | 39. Internal stakeholder | 63. Promotion |
| | 40. Leadership | 64. Recruitment |
| | 41. Leadership style | 65. Registered |
| | 42. Licence | 66. Restructuring |
| | 43. Logistics | |



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- 67. Retail store
- 68. Salary
- 69. Sales revenue
- 70. Secondary market research
- 71. Stakeholders

- 72. Stakeholders
- 73. Strategic plan
- 74. Supermarkets
- 75. Supervising (supervisor)
- 76. Suppliers
- 77. Tactics

- 78. Target market
- 79. Top-down communication
- 80. Vision
- 81. Wholesalers



Source: BusinessManagementIB.com

