

Key Terms: Activity I



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

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

Business	Efficiently	Input
Capital expenditure	Employees	Internal stakeholders
Cash-flow	Empowers	International trade
Cash-flow forecast	External environment	Investment
Cellular manufacturing	External stakeholders	Junior employees
Commercial marketing	Facilities	Leadership
Commissioned	Falling currency	Leadership role
Complex transport links	Finance	Loans
Conflict	For-profit	Local agents
Contingency plan	Free market economy	Local distribution
Coordinating	Fundraising	Location
Customer finance	Government assistance	Low rent
Customers	Government organizations	Managers
Developed economy	Grants	Manufacture
Developing economy	High rent	Manufacturing
Directing staff	Human resource planning	Market orientated
Distribution	Infrastructure	Market research

Key Terms: Activity I

Marketing
Marketing department
Marketing planning
Microfinance
Microfinance provider
Mission
Motivated
Non-governmental organizations (NGOs)
One party state
Opportunity cost
Organizing
Other costs
Outsource
Political environment
Poor infrastructure
Pricing
Private limited company
Produced

Product
Product orientated
Production director
Production facility
Project
Promotion methods
Purchase
Quality issues
Raw materials
Remote locations
Resources
Responsibility
Risks
Sales costs
Selecting
Senior managers
Share capital
Skills level
Social enterprise

Social marketing
Stable currency
Stable political environment
Stakeholders
Straightforward transport links
Strategic decision making
Strategic partner
Suppliers
Tactical decisions
Team
Teamwork
Trading agreement
Transport links
Units
Very low price
Volunteers
Wage costs
Working practice

