

Key Terms: Activity I



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IB BUSINESS MANAGEMENT – PRE-RELEASED CASE STUDY MAY 2019: KEY TERMS: ACTIVITY I

Below is a list of all key terms as they appear in the IB Business Management May 2019 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

- | | | |
|-----------------------------------------|-------------------------------|-------------------------|
| ▪ Accountants | ▪ Corporate strategic plan | ▪ Finance |
| ▪ Accounting | ▪ Corporate strategy | ▪ Globalization |
| ▪ Artificial intelligence | ▪ Cost structures | ▪ Go public |
| ▪ Automated manufacturing process | ▪ Costing | ▪ Goods |
| ▪ Big data | ▪ Costs | ▪ Hierarchical |
| ▪ Brand | ▪ Customers | ▪ Human resources |
| ▪ Brand identity | ▪ Customization | ▪ Human resources plan |
| ▪ Business | ▪ Customize | ▪ Industry |
| ▪ Business functions | ▪ Delivery | ▪ Infrastructure |
| ▪ Capital expenditures | ▪ Delivery costs | ▪ Innovation |
| ▪ Chief executive officer (CEO) | ▪ Demand | ▪ Loan capital |
| ▪ Chief financial officer (CFO) | ▪ Democratic leadership style | ▪ Management |
| ▪ Cloud computing | ▪ Design | ▪ Manufacture |
| ▪ Communicates | ▪ Division | ▪ Manufacturing |
| ▪ Companies | ▪ Economic trends | ▪ Manufacturing process |
| ▪ Competition | ▪ Economy | ▪ Market area |
| ▪ Components | ▪ Employee | ▪ Market economy |
| ▪ Corporate social responsibility (CSR) | ▪ Factory | ▪ Marketing |
| | ▪ Fair wage | ▪ Marketing strategy |
| | ▪ Family business | ▪ Markets |
| | | ▪ Mass produced |
| | | ▪ Mission statement |

Key Terms: Activity I

- Mobile devices
- Nationalized
- Operations management
- Operations management strategy
- Order
- Organization (organisational structure)
- Paternalistic leadership style
- Price
- Price competitive
- Private limited company
- Private sector
- Privately-owned company
- Process innovation
- Product innovation
- Product life cycle
- Product portfolio
- Production facility
- Products
- Profits
- Raw material
- Recruits (recruitment)
- Relocation
- Services
- Share capital
- Sourcing
- Stakeholders
- State-owned company
- Teams
- Teamwork
- Three-dimensional (3D) printing
- Tooling
- Trade (international)
- Unionized
- Unionized labour force
- Vision
- Wages
- Wholesalers



Source: BusinessManagementIB.com