

# IB Business Management – Exams and Assessment

## Standard Level exams and assessment



IB Business Management: [IBBusinessManagement.com](http://IBBusinessManagement.com)

### IB BUSINESS MANAGEMENT – STANDARD LEVEL EXAMS AND ASSESSMENT

#### ASSESSMENTS

External assessment		Internal assessment	
Paper 1	Paper 2	The IA	
<ul style="list-style-type: none"> <li>Longer case study</li> <li>Pre-released statement is given 3 months before the exam. February for May centres and August for November centres</li> <li>Pre-released statement is about 180-200 words in length which gives context and background for the business. Here is an <a href="#">example</a>.</li> <li>The statement includes additional terminology for the students to study to prepare for the exam</li> <li>HL/SL have the same exam</li> <li>There are <b>no HL only topics</b> on the exam</li> </ul>	<ul style="list-style-type: none"> <li>Shorter case studies (stimulus material)</li> </ul>	<ul style="list-style-type: none"> <li>Internal assessment</li> <li>This component is internally assessed by the teacher and externally moderated by the IB at the end of the course.</li> </ul>	
Time:	90 minutes	Time:	90 minutes

# IB Business Management – Exams and Assessment

## Standard Level exams and assessment

Marks:	30	Marks:	40	Marks	25
Weighting:	35% of course	Weighting:	35% of course	Weighting:	30% of course
<b>Section A: 20 marks</b>		<b>Section A: 20 marks</b>		<b>Business research project</b>	
Answer <u>all</u> questions		Answer <u>all</u> questions		<ul style="list-style-type: none"> <li>▪ Students produce a research project about a real business issue or problem facing a particular organisation using a conceptual lens.</li> <li>▪ Maximum 1,800 words.</li> <li>▪ See <a href="#">The Ultimate Guide to the IA</a>.</li> </ul>	
<p>There are three types of questions that appear in this section:</p> <ul style="list-style-type: none"> <li>▪ Two-mark questions: <a href="#">define/state</a></li> <li>▪ Four-mark questions: <a href="#">describe/explain</a></li> <li>▪ Six-mark question(s): <a href="#">explain/suggest/distinguish</a></li> </ul>		<p>Section A – Calculation focused</p> <p>Two x 10-mark questions</p> <p>This section focuses on calculations from the course. This does not mean just Finance questions, but calculations and interpretations from all units.</p> <p>There are three types of questions that appear in this section:</p> <ul style="list-style-type: none"> <li>▪ <a href="#">Define/state</a></li> <li>▪ <a href="#">Calculations</a></li> <li>▪ <a href="#">Comment/explain</a></li> </ul>			
<b>2-mark questions</b>		<b>Section A: Part I</b>			
<p>The first two questions usually ask students to <a href="#">state</a> or <a href="#">define</a> a key term. Each one is worth 2 marks. There could be up to three 2-mark questions in this section.</p> <p>Here are two examples:</p> <ol style="list-style-type: none"> <li>1. <a href="#">Define</a> the term capital expenditure (line 17). [2 marks]</li> <li>2. <a href="#">State</a> <b>two</b> types of above the line (ATL) marketing The Long Tie (TLT) uses. [2 marks]</li> </ol>		<p>The first question usually asks you to state or define a key term. This is usually not related to the calculations that you will do later in the question. This is worth 2 marks.</p> <p>Here is an example:</p> <ol style="list-style-type: none"> <li>1. <a href="#">State</a> two features of a private limited company. [2 marks]</li> </ol>			

# IB Business Management – Exams and Assessment

## Standard Level exams and assessment

4-mark questions	Section A: Part II																							
<p>The next questions are 4-mark questions. Students should be comfortable and familiar with them. They will have command terms like <u>describe</u> and <u>explain</u>. There will be two or three 4-mark questions depending on the exam.</p> <p>These questions are 2 + 2 meaning there is one mark for identification of what is being asked and another for an explanation or description of the issue.</p> <p>Here are two examples:</p> <p>3. <u>Explain</u> one advantage and one disadvantage of The Long Tie (TLT) converting to a publicly held company. <span style="float: right;">[4 marks]</span></p> <p>4. <u>Describe</u> two sources of finance TLT could use for the purchase of their new industrial sowing machines (line 99). <span style="float: right;">[4 marks]</span></p>	<p>The next questions are focused on calculations. Usually, these add up to 6 marks. This can be a variety of questions ranging from 1 to 6. For example, a contribution per unit calculation might be worth 1 while a cash flow forecast would be worth the full 6.</p> <p>Here is an example:</p> <p>2. Using Table 2, <u>calculate</u> X (no working required). <span style="float: right;">[1 mark]</span></p> <p style="text-align: center; font-size: small;">Table 2: Selected financial information for KPJ for year ending 31 December 2019 at 31 Dec 2019 (all figures in \$)</p> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <tbody> <tr><td>Cost of goods sold</td><td>122 000</td></tr> <tr><td>Long-term liabilities (debt)</td><td>2 800</td></tr> <tr><td>Interest and tax</td><td>9 500</td></tr> <tr><td>Gross profit</td><td>X</td></tr> <tr><td>Total current assets</td><td>8 330</td></tr> <tr><td>Sales revenue</td><td>175 000</td></tr> <tr><td>Net fixed assets</td><td>63 000</td></tr> <tr><td>Expenses</td><td>81 000</td></tr> <tr><td>Total current liabilities</td><td>6 800</td></tr> <tr><td>Share capital</td><td>60 000</td></tr> <tr><td>Accumulated retained profit</td><td>17 300</td></tr> </tbody> </table>	Cost of goods sold	122 000	Long-term liabilities (debt)	2 800	Interest and tax	9 500	Gross profit	X	Total current assets	8 330	Sales revenue	175 000	Net fixed assets	63 000	Expenses	81 000	Total current liabilities	6 800	Share capital	60 000	Accumulated retained profit	17 300	
Cost of goods sold	122 000																							
Long-term liabilities (debt)	2 800																							
Interest and tax	9 500																							
Gross profit	X																							
Total current assets	8 330																							
Sales revenue	175 000																							
Net fixed assets	63 000																							
Expenses	81 000																							
Total current liabilities	6 800																							
Share capital	60 000																							
Accumulated retained profit	17 300																							
6-mark questions	Section A: Part III																							
<p>The final question is usually a 6-mark question. 6-mark questions are 3 + 3. One mark is gained for identifying what problem/issue/way is being asked for. The next mark is gained for explaining or describing the issue in depth. The</p>	<p>The final question is usually a <u>comment</u> or <u>explain</u> question. This is normally related to the calculation that was done previously or the theoretical advantage or disadvantage of the concept or calculations like liquidity, depreciation, break-even, etc.</p>																							

# IB Business Management – Exams and Assessment

## Standard Level exams and assessment

<p>final mark is for putting it into the context of the business.</p> <p>Remember, this is more marks than a 4-mark question and the length should reflect that. More depth is needed for full marks!</p> <p>Here are two examples:</p> <p>5. <u>Explain</u> one way in which TLT is achieving its mission statement and one way in which it is not achieving it. [6 marks]</p> <p>5. <u>Explain</u> one threat and one opportunity facing TLT. [6 marks]</p>	<p>Here is an example:</p> <p>4. <u>Explain</u> the possible changes to ABCX's balance sheet for 2025 if ABC spent \$40,000 on a new delivery van. [2 marks]</p>	
<b>Section B: 20 marks</b>	<b>Section B: 20 marks</b>	
<p>This section focuses on 10-mark questions. You will be given <b>two</b> options and will choose only <b>one</b> to answer.</p> <p>Common command terms include: <u>discuss</u>, <u>evaluate</u>, <u>recommend</u>, or <u>justify</u>.</p> <p>Make sure to follow the guidelines for 10-mark questions and rubric for marking.</p> <p>Here are two examples:</p> <p>1. <u>Discuss</u> whether TLT should implement the new CSR program that Elijah, the CEO, has proposed. [10 marks]</p> <p>2. <u>Recommend</u> a new leadership style for Elijah given the ongoing issues facing TLT. [10 marks]</p>	<p>This section focuses on the theoretical aspects of the course with relation to the case study/stimulus material presented.</p> <p>There are two options presented and you must choose one! Each question is worth 20 marks.</p> <p>There are two distinct sections:</p> <ul style="list-style-type: none"> <li>▪ Short response questions</li> <li>▪ The 10-mark question</li> </ul>	
	<b>Section B Part I: Short responses</b>	

	<p>Short response questions (total: 10 marks).</p> <p>In Part 1, there will be a mix of questions, but they follow a general format. Within this section, there are three types of questions:</p> <ul style="list-style-type: none"><li>▪ <u>Define/state</u></li><li>▪ Advantages and disadvantages</li><li>▪ <u>Comment/explain/describe</u></li></ul> <p><u>Define/state</u> – these questions do not need to be related to the case study. They are testing for depth of knowledge in the definition. Examples do not receive marks.</p> <p>Here are some examples:</p> <ol style="list-style-type: none"><li>1. <u>Define</u> the term corporate social responsibility (CSR). [2 marks]</li><li>2. <u>Explain one</u> advantage <b>and one</b> disadvantage for XYZ using a cost plus (mark-up) pricing strategy. [4 marks]</li></ol> <p>The final four marks are a mix of questions. It is hard to predict what they might be. But it will probably be a command term such as <u>explain</u>, <u>describe</u>, <u>comment</u>, etc. Students might also be asked to interpret data from a chart. Here is an example:</p> <ol style="list-style-type: none"><li>3. With reference to XYZ, <u>explain</u> the relationship</li></ol>	
--	--	--

# IB Business Management – Exams and Assessment

## Standard Level exams and assessment

	between investment, profit <b>and</b> cash flow. [4 marks]	
	<b>Section B Part II: Long response</b>	
	<p>This question will always be a 10-mark question. It will likely ask you decide between two options, evaluate a decision that was made by the business, recommend a course of action for the organisation, etc.</p> <p>Here is an example:</p> <p>4. Recommend whether XYZ should choose <b>Option 1</b> or <b>Option 2</b>. [10 marks]</p>	