



EXAM-STYLE QUESTIONS

Note: They are based only on the pre-seen material provided by the IBO

Business Management Toolkit

- Explain two circular business models that BON could use [4 marks]
- Explain one strength and one weakness of BON [4 marks]
- Explain two reasons why BON might choose to operate in an environmentally sustainable way. [4 marks]

Unit 1

- Define the term of a *public limited company (PLC)* [2 marks]
- Outline what it means to be a sustainable business [2 marks]
- Identify two stakeholder groups of BON. [2 marks]
- Explain one reason why Before One PLC (BON) might have chosen to convert from a private limited company to a public limited company in 2016. [2 marks]
- Discuss one advantage and one disadvantage of BON being a private limited company. [4 marks]

- Discuss one advantage and one disadvantage of BON being a public limited company. [4 marks]
- Discuss one advantage and one disadvantage of becoming a public limited company for BON in the context of its music festival business expansion. [4 marks]

UNIT 2: HR Management

- Discuss one advantage and one disadvantage for BON of having temporary employees. [4 marks]
- Describe two functions of BON's directors [4 marks]
- Discuss how the use of freelancers may affect BON's HR planning [6 marks]

UNIT 4: Marketing

- Identify the target audience for BON's music festivals, considering demographic factors and psychographic characteristics. [4 marks]
- Discuss the importance of branding for BON's festivals [6 marks]

UNIT 5: Operations management

- Define sustainability [2 marks]
- Outline two location factors for BON choosing the public-owned parks [2 marks]