



**Myt (PLC)**

# **Paper 1 SL&HL Exam structure**

**May 2025**

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# PAPER 1 at a glance

- **Pre-released statement (3 months before the exam)**
- **Based on a pre-released statement that specifies the context and the background for the unseen case study. The pre-released statement includes**
  - **Some topics that provide the context of the case study. These topics are not part of the syllabus**
  - **The first 200 words of the case study itself.**

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# PAPER 1

- Full case study 800-1000 words
- Recommended 5 hours of research.
- Qualitative focus
- Calculators are permitted
- Duration of the exam: 1 hour and 30 minutes
- **Common paper for SL and HL**
- Weighting of final grade:
  - **SL: 35%**
  - **HL: 25%**

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# PAPER 1

## STRUCTURE

Section A: students answer all structured questions in this section based on the case study (20 marks) - Questions are 2-6 marks

Section B: students answer one out of two extended-response questions based on the case study (10 marks)

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# PAPER 1 - Myt (PLC)

## Topics:

- **avatar**
- **biodegradable**
- **chain (of a business)**
- **pressure group**
- **recycling**
- **social media influencer**

Source: IBO

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# PAPER 1 Myt (PLC)

## Myt PLC (Myt)

*Myt PLC (Myt)* is a publicly held multinational company that manufactures non-alcoholic drinks. *Myt's* head office is in the United States (USA). *Myt* owns manufacturing factories on six continents.

- 5 *Myt* has grown in size through internal and external growth. Initially, *Myt* manufactured just one drink: a root beer that was non-alcoholic, sweet, and carbonated. By 2020, *Myt* had developed its own large portfolio of over 30 different drinks, which it sells in bottles and cans. *Myt* uses social media influencers as part of its promotional strategy.

- 10 Obesity and diabetes are two health issues that have been linked to drinks, many of which provide the entire recommended daily sugar intake for an adult in a single can. However, sugar substitutes used in diet drinks have also been linked to various health problems. Many of *Myt's* drinks are high in caffeine and sugar.

In 2023, *Myt's* board of directors began a process of diversification, taking over:

- *Lotssa Coffee (LC)*, a chain of coffee shops with over 4000 outlets across 35 countries
- *Honest Water (HW)*, a manufacturer of bottled drinking water.

- 15 *Myt* announced plans to:
- modernize and make its factories green
  - explore entering the healthy snacks market
  - utilize computer-generated avatars when creating advertisements
  - reduce caffeine and sugar levels in its products
- 20 • improve its corporate social responsibility (CSR).

Source: IBO

*Companies, products, or individuals named in this case study are fictitious and any similarities with actual entities are purely coincidental.*

# PAPER 1 -Resources

**We are present in 50 countries!**

**Find out about our Paper 1 May 2025 Myt (PLC) resources:**

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**Any questions?**

**contact@ibgenius.com**