



IB Business Management HL

May 2025 Prediction Exam - Paper 2

Read the resources and answer all of the following questions.

Open Study Mode

Examination Mode

Section A

— Question 1

1a

Medium ● ● ● ● ●



State two features of a product-oriented business.

[2]

 Check with Newton

 Mark Scheme & Solution

1bi

Medium ● ● ● ● ●



Calculate the percentage growth in the global gaming market from 2020 to 2023

See Extracts

 Check with Newton

 Mark Scheme & Solution

1bii

Easy ● ● ● ● ●



Calculate GameWave's (GW) share of the global games market in 2023 (no working required).

[1]

 Check with Newton

 Mark Scheme & Solution

1c

Medium ● ● ● ● ●



Using the information in **Table 1**, **construct** a Gantt chart to show how long the design and launch of Ethereum Quest will take.

[4]

 Check with Newton

 Mark Scheme & Solution

1d


Medium ● ● ● ● ●



Using your answer from part b(ii), **explain** one challenge GameWave (GW) would face as a global game market competitor.

[2]

 Check with Newton

 Mark Scheme & Solution

2a


Easy ● ● ● ● ●



State two features of a sole trader.

[2]

 Check with Newton

 Mark Scheme & Solution

2bi

Medium ● ● ● ● ●



Using the information in **Figure 1** calculate Bean Machine's (BM) reorder quantity (no working required).

[1]

 Check with Newton

 Mark Scheme & Solution

2bii

Medium ● ● ● ● ●



Using the information in **Figure 1** calculate Bean Machine's (BM) lead time (no working required).

[1]

 Check with Newton

 Mark Scheme & Solution

biii

Hard ● ● ● ● ●



Using the information in **Figure 1**, calculate the amount of stock held on the first day of operations (no working required).

[1]

See Extracts

 Check with Newton

 Mark Scheme & Solution

2c

Medium ● ● ● ● ●



At the end of week 5, 40kg of coffee is delivered due to a supply chain issue. Assuming demand remains constant, **complete** the stock control chart to show how much stock is held at the end of week 6. [2]

 Check with Newton

 Mark Scheme & Solution

2d

Hard ● ● ● ● ●



Calculate the capacity utilisation of the coffee machines at Bean Machine (no working required). [2]

 Check with Newton

 Mark Scheme & Solution

2e

Medium ● ● ● ● ●



Explain one strategy Aisha could use to increase Bean Machine's (BM) capacity utilisation. [2]

 Check with Newton

 Mark Scheme & Solution

— Question 3

3a


Easy ● ● ● ● ●



Define the term fixed costs.

[2]

 Check with Newton

 Mark Scheme & Solution

3b

Medium ● ● ● ● ●



Using the information in **Table 2**, **calculate** the contribution for each profit centre (no working required).

[2]

 Check with Newton

 Mark Scheme & Solution

3c

Hard ● ● ● ● ●



Using the information in **Table 3** and data from the case study, **calculate** the allocation of rent for each profit centre (no working required).

[2]

 Check with Newton

 Mark Scheme & Solution

3d

Easy ● ● ● ● ●



Using your answers from parts b and c, **calculate** the profit per profit centre (no working required).

[2]

See Extracts

 Check with Newton

 Mark Scheme & Solution

3e

Medium ● ● ● ● ●





Explain one diseconomy of scale Stellar Kitchens (SK) might experience as a result of operating multiple locations. [2]

 Check with Newton

 Mark Scheme & Solution

Section B

— Question 4

a

Easy ● ● ● ● ●





Define the term target audience. [2]

 Check with Newton

 Mark Scheme & Solution

b

Medium ● ● ● ● ●






Explain one advantage and one disadvantage of Harmonia Music (HM) using a through-the-line advertising strategy. [4]

 Check with Newton

See Extracts

 Mark Scheme & Solution

c


Medium ● ● ● ● ●



Explain one advantage and one disadvantage of Harmonia Music (HM) using big data in decision-making. [4]

 Check with Newton

 Mark Scheme & Solution

d

Hard ● ● ● ● ●



Using the data provided in **Figure 2** and **Figure 3**, and other information in the stimulus, **evaluate** if Harmonia should use dynamic pricing for tickets to her world tour. [10]

 Check with Newton

 Mark Scheme & Solution

— Question 5

a

Easy ● ● ● ● ●



State two features of a publicly held company. [2]

 Check with Newton

 Mark Scheme & Solution

b

Hard ● ● ● ● ●



See Extracts

Explain one STEEPLE factor creating an opportunity and one that is causing a threat for Deutsch Moto (DM).

[4]

 Check with Newton

 Mark Scheme & Solution

c

Medium ● ● ● ● ●


 



Explain one benefit and one limitation for Deutsch Moto (DM) of implementing the shamrock organisational structure in certain departments.

[4]

 Check with Newton

 Mark Scheme & Solution

d

Hard ● ● ● ● ●


 



Using the information in **Figure 4** and **Figure 5**, and other information in the stimulus, **recommend** which option is the best for Deutsch Moto (DM) to ensure its success moving forward.

[10]

 Check with Newton

 Mark Scheme & Solution

Subjects



Help



See Extracts

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