

DP BUSINESS MANAGEMENT SL - EXAM STRATEGY PAPER 1

Overview of the Paper 1 Examination

- Paper 1 is for duration of 1 hour and 30 minutes (30 marks).
- The overall weighting of Paper 1 for SL is 35% and 25% for HL.
- It is based on pre-released case study. The pre-release statement will include an introduction to the Paper 1 case study. The first element of introduction will be small number of topics that are not in the Business Management Guide and the second element is approx. 200-words and contains the first couple of paragraphs to the case study. Typically, this will include some background information to the organization featured in the Paper 1 exam
- The rest of the case study is unseen and will consist of around 800 to 1,000 words released on the day of the actual Paper 1 examination.
- Paper 1 has a qualitative focus, although there is the possibility that minor calculations can be included in the exam.

Structure of Paper 1 Examination

Section A:

- Students answer all structured questions in this section based on the case study (20 marks).
- It includes questions with weightage of 2 marks, 4 marks and 6 marks.
- All 5 units of the syllabus can be assessed, except for HL only topics

Section B:

- Students answer **one out of two** extended response questions based on the case study (10 marks)
- All 5 units of the syllabus can be assessed, except for HL only topics

Exam Strategy

1. For Paper 1, focus most of your reading time energy on reading the unseen case study. You can already start focusing your mind on answering ALL the questions given in Section A. You can see Section B questions later, but you have to answer only ONE question anyway, so best not to clutter up your mind (or get all nervous) with those until you have to.

2. Length of responses - use the number of marks as a guide as to how long the answers should be:

- 2-mark definition = 2 sentences
- 2 mark "state" or "list" question - full sentences are not required, a list (but you can also put each one in a sentence if you want to be safe)
- 2 mark "explain" or "describe" question = 1 PEEL paragraph - the question will likely ask you about 1 thing (one advantage/strength)
- 4 mark "explain" or "describe" question = 2 PEEL paragraphs - the question will likely ask you about 2 things (one advantage/strength and one disadvantage/limitation)
- 6 mark "explain" or "describe" question = 3 PEEL paragraphs - the question will probably not explicitly ask you for a number of things, but you should aim for 3 points
- 10 mark "evaluate" or "discuss" question = full essay - intro with definitions and a brief outline of the problem, 2-4 PEEL paragraphs depending on the amount of time, conclusion where you present a clear position on the issue

Write a short essay

- *Intro - 2-3 sentences, making sure to define terminology or background depending on the question*
- *PEEL paragraph 1*
- *PEEL paragraph 2*
- *PEEL paragraph 3*
- *PEEL paragraph 4*
- *Conclusion - take a firm position - which type of organization should they choose and why?*

3. Double-line space your answers (also types - makes your answers seem longer) and leave lots of space in-between questions so you can go back and add more if you remember something later and have time. Use the boxes to the left of the lines to write the question numbers.

4. Keep your responses focused on the question and concise - really stick to the PEEL strategy and don't overdo it! But be sure to EXPLAIN theory AND use EXAMPLE / EVIDENCE FROM THE TEXT every time. If you miss one or the other, the examiner will deduct marks.
5. If you want to do questions out of order, start a new booklet for each numbered question, that way you can put them in the right order at the end. This will make your examiner happy.
6. If you are typing, make sure to leave instructions for the examiner where necessary. For example, if you have done a diagram on lined paper, then say "see lined paper" and make sure to number the question clearly on the lined paper. Think from the perspective of someone who is looking at your work for the first time - make it easy for them to see what you are doing.
7. Sample PEEL Paragraphs

Black text = Point and explanation of BM theory

Blue text = Example / evidence from case study (*general examples are not credited*)

Red text = Linking sentence

Improved brand image. More generally, corporations need to evolve to meet increasingly high expectations of society and consumers in terms of their behavior. Acting ethically enhance corporate image and reputation of the business It will increase the chance of more customers being attracted to the business and thereby investing in it which will benefit DH to increase its market share along with its profit. In case of DH, CSR policy of charity, use of biodegradable material and encouraging employees to do three paid hours of community service is a way of setting ethical objectives that can lead to higher profits in the medium to long term. Therefore, Shareholders suggested that DH should work harder to develop consumer awareness that it is a socially responsible company.

A decision tree is a business management tool for firms to put an estimated value on strategic options. In business management theory, a limitation of decision trees is that they only consider quantitative, or numerical, information. But to get a full understanding of the situation and the right decision, a business should use both quantitative and qualitative information. In this case, using only the decision tree analysis, AC would decide for Option 2b, because it had the highest estimated value. But AC may also want to consider qualitative factors. If ethics is important to the company, they may wish to choose Option 1 for environmentally-friendly soaps, even if the estimated value is lower than the others. The decision tree does not provide such qualitative information and therefore, has to be used with other decision-making tools, not on its own.