

IB Business Management

Stakeholders Assessment Worksheet

Name: _____ Class: _____ Date: _____

Instructions: Answer all questions. Total marks: 50.

Section A: Multiple choice (10 marks)

1. Which stakeholder group usually seeks reliable quality products?
 - A. Customers
 - B. Banks
 - C. Suppliers
 - D. Employees
2. Which of the following is an internal stakeholder?
 - A. Customer
 - B. Employee
 - C. Supplier
 - D. Government
3. Which stakeholder may demand repayment with interest?
 - A. Employees
 - B. Banks
 - C. Customers
 - D. Community
4. Which concept focuses mainly on rewarding owners?
 - A. Stakeholder concept
 - B. Shareholder concept
 - C. CSR concept
 - D. Ethical sourcing
5. Which stakeholder is most concerned with taxes being paid?
 - A. Government
 - B. Suppliers
 - C. Customers
 - D. Employees
6. A stakeholder map mainly shows:
 - A. Profit levels
 - B. Power and interest of stakeholders
 - C. Employee salaries
 - D. Market share
7. A strike is an action taken by:
 - A. Shareholders
 - B. Employees
 - C. Suppliers
 - D. Customers
8. Stakeholders are best defined as:
 - A. Groups affected by business activities
 - B. Only shareholders
 - C. Only managers
 - D. Government regulators only
9. Which is most likely an external stakeholder?
 - A. Manager

- B. Owner
- C. Supplier
- D. Employee

10. Which stakeholder group is mainly concerned with job security?

- A. Employees
- B. Customers
- C. Government
- D. Suppliers

Section B: Short answer (10 marks)

Define the term internal stakeholder. (2)

Explain one objective of employees. (2)

Define the term stakeholder. (2)

Explain one objective of suppliers. (2)

Section C: Case Study (20 marks)

Case: GreenEnergy Ltd plans to build a new wind farm near a rural town. Local residents worry about noise and visual pollution, while investors expect higher profits and employees hope for new jobs.

Identify two stakeholders in this case. (2)

Explain one possible objective of two stakeholders. (4)

Analyse how the wind farm decision might create conflict between stakeholders. (6)

Section D: Extended response (10 marks)

Answer ONE question.

Evaluate the benefits of businesses engaging with their stakeholders. (10)

Evaluate the importance of customers in influencing business decisions. (10)

Answer Key + Markscheme

Section A Answers

1. A
2. B
3. B
4. B
5. A
6. B
7. B
8. A
9. C
10. A

Section B Indicative Answers

Define the term internal stakeholder. (2)

Internal stakeholders are individuals or groups within the business, such as employees or managers.

Explain one objective of employees. (2)

Employees often aim for higher wages, good working conditions, and job security.

Define the term stakeholder. (2)

Stakeholders are individuals or groups who have an interest in or are affected by the activities of a business.

Explain one objective of suppliers. (2)

Suppliers aim to receive reliable orders and prompt payment from businesses.

Section C Indicative Points

Possible stakeholders: local community, investors, employees, government. Objectives: profits, jobs, environmental protection. Conflict may occur if profits are prioritized over environmental concerns.

Section D Marking Guidance (10 marks)

Level 1 (1–3): Basic description, limited business terminology, weak judgement. Level 2 (4–6): Clear explanation with some analysis, relevant examples. Level 3 (7–8): Strong analysis with balanced arguments and application. Level 4 (9–10): Sophisticated evaluation, clear judgement supported by criteria.