

# **IB Business Management**

## ***Trimester Assessment Worksheet – 1.3 Business Objectives***

### **Worksheet 1: Mission, Vision, SMART, Strategy & Tactics**

Name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

Instructions: Answer all questions. Total marks: 50.

## Section A: Multiple Choice (10)

1. A mission statement mainly describes:
  - A. Long-term forecasts
  - B. Why the business exists
  - C. Competitors' pricing
  - D. Daily staff rotas
2. A vision statement focuses on:
  - A. Present operations
  - B. Future aspirations
  - C. Past performance
  - D. Legal structure
3. SMART objectives must be:
  - A. Vague
  - B. Specific and measurable
  - C. Confidential
  - D. Unlimited
4. A corporate objective applies to:
  - A. One department
  - B. Whole organisation
  - C. One employee
  - D. Suppliers only
5. A strategy is:
  - A. A short-term discount
  - B. A long-term plan to meet objectives
  - C. A dividend decision
  - D. A recruitment interview
6. Tactics are:
  - A. Long-term aims
  - B. Short-term actions to implement strategy
  - C. Vision statements
  - D. Ethical codes only
7. Objectives help businesses:
  - A. Avoid measurement
  - B. Monitor performance
  - C. Eliminate competition
  - D. Replace leadership
8. Unrealistic targets may:
  - A. Improve morale

- B. Reduce motivation
- C. Increase trust
- D. Remove stress

9. Mission/vision statements are often:

- A. Numerical only
- B. Broad and inspirational
- C. Only for auditors
- D. Only for customers

10. Employee involvement in objectives can:

- A. Reduce accountability
- B. Increase commitment
- C. Eliminate costs
- D. Stop change



## **Section C: Data Response – Cashier-free supermarket pilot (15)**

A supermarket chain's mission is to 'make shopping faster and simpler'. Its vision is to become the most innovative grocery retailer in its region. It is piloting cashier-free stores and sets an objective to cut average checkout time by 40% within 12 months.

1. Identify one mission-related aim and one SMART objective from the case. (4)

2. Analyse one strategy the firm could use to achieve the objective. (6)

3. Evaluate one risk of implementing the cashier-free tactic too quickly. (5)

## **Section D: Extended Response (10)**

Answer ONE question.

1. Discuss why alignment between mission, objectives and strategy matters for business success. (10)
2. Discuss the risks of setting objectives without employee input. (10)

# Answer Key + Marking Guidance

## Section A answers

Q	Ans
1	B
2	B
3	B
4	B
5	B
6	B
7	B
8	B
9	B
10	B

## Sections B–D indicative content

- Mission = purpose/current focus; Vision = future aspiration/direction.
- SMART improves clarity, measurement, achievability, responsibility and deadlines.
- Strategy = long-term direction; tactics = short-term actions (e.g., pilots, training).
- Case: SMART objective is 'cut checkout time by 40% in 12 months'; strategy could include investment in tech + staff support.
- Risks: tech failures, customer distrust/privacy, staff resistance, high costs; balanced evaluation expected.
- 10-mark responses: structured analysis, application, balance, justified conclusion.

## Rubric (10-mark responses)

Level	Descriptor
1–3	Descriptive; limited terms; weak example; weak judgement.
4–6	Clear explanation; some analysis; relevant example(s); some balance.
7–8	Strong analysis; good application; both sides; justified conclusion.
9–10	Sophisticated evaluation; key terms integrated; criteria-based judgement.