

IB Business Management

Stakeholders Assessment Worksheet

Name: _____ Class: _____ Date: _____

Instructions: Answer all questions. Total marks: 50.

Section A: Multiple choice (10 marks)

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

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

10. Which stakeholder is most concerned with taxes being paid?

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

Section B: Short answer (10 marks)

Explain one objective of shareholders. (2)

Explain one objective of employees. (2)

Define the term stakeholder. (2)

Define the term internal stakeholder. (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.

Discuss the usefulness of stakeholder mapping for managers. (10)

Discuss whether businesses should prioritize shareholders or stakeholders. (10)

Answer Key + Markscheme

Section A Answers

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

Section B Indicative Answers

Explain one objective of shareholders. (2)

Shareholders aim to receive profits in the form of dividends and capital growth.

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.

Define the term internal stakeholder. (2)

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

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.