

IB Business Management

Stakeholders Assessment Worksheet

Name: _____ Class: _____ Date: _____

Instructions: Answer all questions. Total marks: 50.

Section A: Multiple choice (10 marks)

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

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

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

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

Section B: Short answer (10 marks)

Define the term stakeholder. (2)

Explain one objective of employees. (2)

Explain one objective of shareholders. (2)

Explain one objective of customers. (2)

Section C: Case Study (20 marks)

Case: FreshFoods supermarket is planning to raise prices due to rising supplier costs. Customers may switch to competitors if prices increase.

Identify two stakeholders in this situation. (2)

Explain one objective of customers. (4)

Analyse the possible impact of price increases on stakeholders. (6)

Section D: Extended response (10 marks)

Answer ONE question.

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

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

Answer Key + Markscheme

Section A Answers

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

Section B Indicative Answers

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 employees. (2)

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

Explain one objective of shareholders. (2)

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

Explain one objective of customers. (2)

Customers aim to receive high-quality products or services at a reasonable price.

Section C Indicative Points

Stakeholders: customers, suppliers, shareholders. Customers want low prices; suppliers want reliable payments; shareholders want profits.

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.