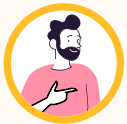


# IBDP Business Management

## Teacher to Teacher Tips

Kognity is designed to help you prepare your students for success in their studies, while saving you time in the process. We have taken some of the most frequently asked questions from IBDP Business Management teachers and asked other IBDP Business Management teachers to provide the answers to them. Explore them below!

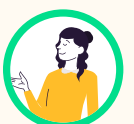
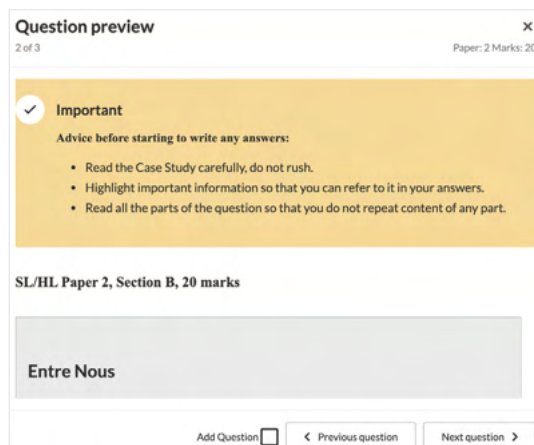


### Do you recommend using exam-style questions for exams?

Exam-style assignments can indeed be used for high-stakes summative assessment in your class. This works especially well for P2 practice.

However, it can also be incredibly useful to use these assignments as formative assessments and even as teaching materials. One of the key features that enhances this is the sample answers and markschemes, which do not only explain how responses can be marked, but also give student-friendly advice on how to achieve top marks.

Using exam-style questions under timed conditions with opportunities for students to compare their own responses against the sample and the mark schemes promotes reflection and gradual development of vital skills to succeed in assessments.





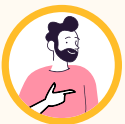
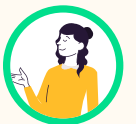
## How can Kognity support students for success in paper 1?

An excellent way for students to prep their paper 1 skills is to make use of the case studies provided in the textbook, which often feature critical detail about a company along with links to original sources and engaging stimulus material that can promote analysis and discussion necessary to break it down.

When George Eastman (July 12, 1854 – March 14, 1932) invented the camera way back in 1860 and formally established the Eastman Kodak Company on September 4, 1888, he could not have imagined the impact that his invention would have on the lives of many people worldwide in future. Today we enjoy *selfies* from our smartphones, TV and movies and much more, largely developed from Kodak's initial invention. Sadly on January 11, 2012, after 131 years in the photography and film industry, the company Kodak had a cash crisis and filed for bankruptcy. With globalisation and increasing competition from companies such as Sony, Fujifilm, HP and the new era of the digital camera, Kodak's sales and consequently cash flow suffered and it could not continue in business.



Figure 2. Kodak logo.



## What is the best way to use question assignments for teaching?

While question assignments can be used by teachers and students as reinforcement after a lesson or as homework, we can also go further with how we make the most of them. For students who need reinforcement and practice in order to boost confidence in their skills, question assignments can be an excellent resource for differentiation.

Additionally, question assignments can also be a resource to use within the structure of a lesson, for example as a comprehension check, skills consolidation or “exit pass”. It can also serve as a “do now” right as students enter a class in order to activate prior knowledge and identify aspects that need review or further clarification during a plenary.

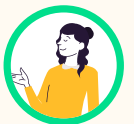
**Question preview**✕

**Question**  
Which of the following is an advantage of e-commerce for a grocery store?  
[- Hide answers](#)

**Choices**  
Correct choice  
Less fixed cost #1

**Answer explanation**  
Businesses can make great savings in expenses such as rent costs in premium locations. This is a benefit of using e-commerce. However, due to increased price transparency, marketers cannot charge their customers higher prices than rival online stores. The product and pricing details can be easily imitated by competitors. E-

☐ Add Question



### How can I motivate my students to use the practice centre on their own?

Strength tests and battles are an excellent resource for students to distribute practice and avoid their skills “rusting” as they move on to new topics.

Teacher involvement is key in reminding students that the resource is there for them. If an expectation exists for students to use these and meeting them is rewarded (even if it is just in the form of a mention in an honorary bulletin board award), students will be much more likely to do so.

Planning for optional practice sessions, strength battle tournaments and other times in which practice is encouraged is the best way to ensure that students will see the value and use them on their own.”

