

IB BUSINESS MANAGEMENT SL

Aventis

Aventis, a consumer electronics retailer in Dubai, explores financing options to combat declining profits, considering conversion to a publicly held company or partnering with a business angel for an online store venture.



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EASY

Define the term ‘privately held company’.

[2]

Check with Newton

⬆

Mark Scheme

▾

Mark as Complete

EASY

Define the term ‘mission statement’.

[2]

Check with Newton

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Mark Scheme

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EASY

Define the term ‘business angel’.

[2]

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MEDIUM

Identify two key features of a publicly held company.

[2]

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Mark as Complete

MEDIUM

State two appropriate sources of finance Noel may have used when he first set up Aventis.

[2]

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Mark as Complete

MEDIUM

Explain one advantage and disadvantage for Aventis of having a mission statement.

[4]

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Mark Scheme

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Mark as Complete

HARD

Explain one advantage and one disadvantage of Aventis using a competitive pricing strategy.

[4]

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Mark Scheme

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Mark as Complete

HARD

With reference to Aventis, explain one advantage and disadvantage of operating as a privately held company.

[4]

Check with Newton

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Mark Scheme

▾

Mark as Complete

HARD

Explain two possible economies of scale available to the national retailers but not to Aventis.

[4]

Check with Newton

⬆

Mark Scheme

▾

Mark as Complete

HARD

Recommend whether Noel should choose Option 1 or Option 2.

[10]

Check with Newton

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Mark Scheme

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